

WARA1320



“on the air”

WARA1320

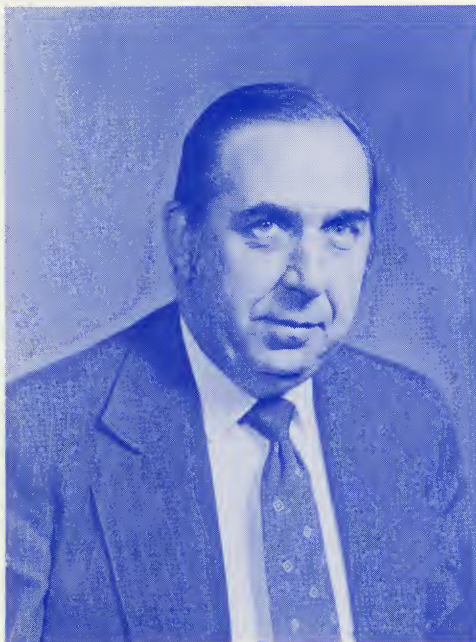


Since the inception of WARA by those public-spirited citizens who conceived and built it, the concept has always been that it would be a vital part of the Attleboros. Unlike major metropolitan radio stations WARA does not program to certain groups or ways of life, but instead to the area communities in general and in a way to each of its listeners who are part of this broadcast system.

Lifestyles change; community interests expand and WARA mangement directs itself to these changes. We are proud of our accomplishments of the past quarter century but recognize that broadcasting has to be viable now and in the future for the betterment of the community.

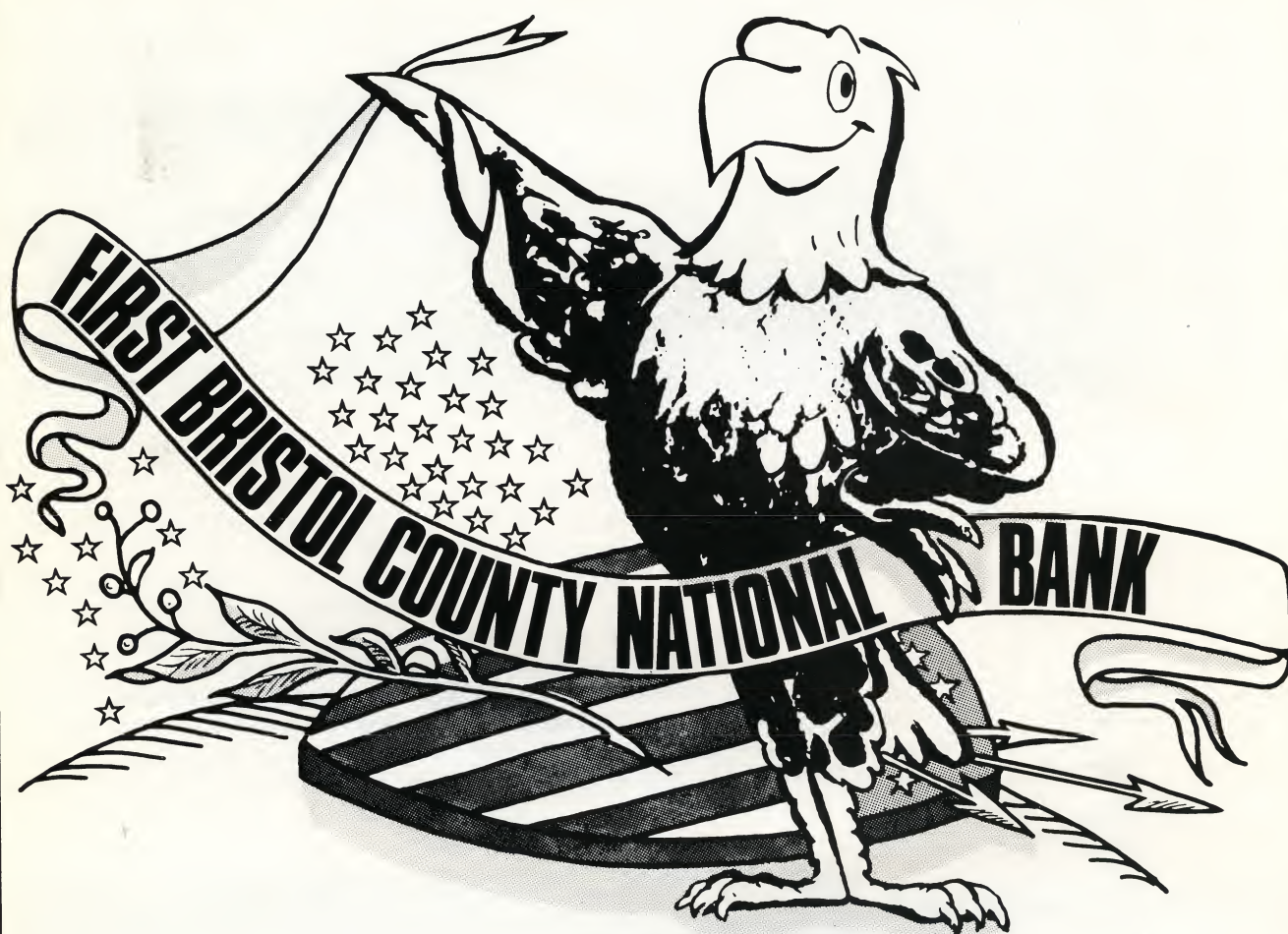
WARA's most changeable times have occurred in the seventies. Programs have been instituted through which the listener has become an active participant. The news department has been expanded in order to insure that freedom of press does not become a monopoly. Public affairs programming has expanded and improved, and an editorial policy has been undertaken to guarantee that the public is knowledgeable of what WARA feels is commendable and that which may be objectionable.

WARA's challenge for the future is to continue to inform and entertain. We are ready and willing to meet that objective.



Joseph C. Rayball

Joseph C. Rayball
General Manager
Attleboro Radio Association



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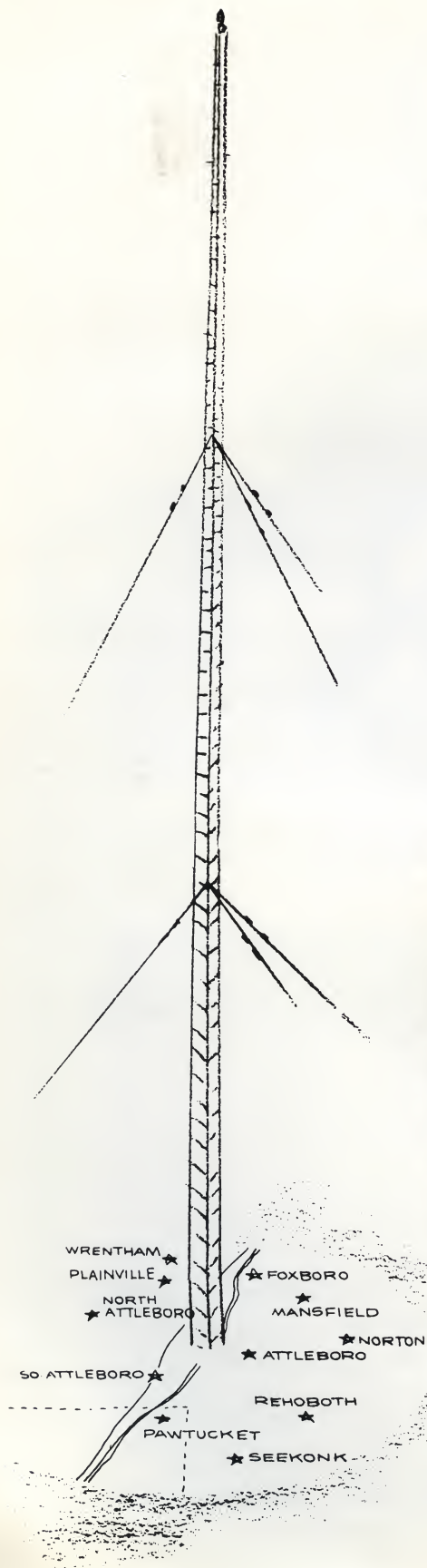
© FitzGerald-Toole & Co. Inc. 1975

WARA

ATTLEBORO RADIO ASSOCIATION

On a crisp early fall evening a quarter of a century ago thousands of Attleboro area residents set their radio dials at 1320 to listen to the first broadcast of their own community station. The studio clock hands swept slowly toward six o' clock and after the strains of the national anthem Stan Morgan announced that WARA was on the air dedicating itself to its listeners and to community service. That eventful 1950 night was the culmination of years of planning, building and sometimes frustrating toil of a group of dedicated men who worked tirelessly for their hopes and dreams of a local community radio station.

These vital people-to-people links with the communities, nation and world do not just happen. They are a sequence of developing events from selecting transmitter sites to filing applications and planning programs and, when all the groundwork is laid, waiting for word from the regulatory agency, the Federal Communications Commission, that you can finally be on the air. The excitement and preparation peak to that special moment — the beginning.



At the groundbreaking ceremony at the transmitter site were general manager Jerome Ottmar, station manager Keith S. Field, Patrick Jackson, president of the Attleboro Radio Association and William J. Morse, Sr., Attleboro Chamber of Commerce president.



Accent on Youth

The history of any radio station is intertwined with the founders who had a dream and a commitment to construction of the facility and the voices who become the radio personalities, the important link with the people over the intangible airwaves.

Keith S. Field came from Portsmouth, New Hampshire and as the first station manager gathered a group of stellar radio personnel and technicians to start the fledgling station on the road to success.

The sound was smooth and the moments memorable in those first critical months. Program director Henry Felix not only had the responsibility of scheduling but the veteran newsman hosted some of the original audience participation shows, interviewed numerous dignitaries and is certainly remembered with joy by the hundreds of youngsters who attended his Saturday morning birthday parties appropriately entitled "Accent on Youth".

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Attleboro



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As they do today, the initial broadcasts reflected the pulsebeat of the times. The silver tones of Stan Morgan were the melodious moments of the "Rise and Shine" programs — those six o' clock early morning shows which stirred a busy city and sleepy towns to activity. Stan's versatility has become legend in the area. People met him at the Attleboro Rotary Club Merchandise and Home Show which was the forerunner of the Rotary Club Radio Auction. Emanating annually from the old armory, the event was the showcase for business and industrial products and also satisfied the insatiable curiosity of listeners about the physical appearance of the on-the-air announcers who had become such an integral part of their lives. Stan, Dave Mohr, Charlie Mahan, Hal Peterson — they were all exposed to the eyes of a wondering public.

The 1950's were the waning days of the big band era but the sounds of Ralph Flanagan's music were on the Attleboro airwaves wherever he played from New Bedford to the neighboring state of Rhode Island. Stan was the on-the-spot announcer for those remote broadcasts which featured not only the Flanagan interpretation of the Glenn Miller sound but the wildly popular dance contests. The voices of Stan Morgan and his contemporary Jim Hines were heard announcing the midget auto races at nearby tracks and the dynamic duo served as masters of ceremonies at the Shrine Circus extravaganza, an annual fund raising event for childrens hospitals held in Pawtucket.

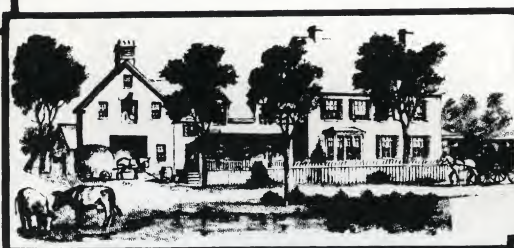
Renowned bandleader Ray Conniff was an Attleboro native and although his vocal sound was not part of those early remote shows, he shared each new recording by introducing it on WARA.

Those were the fabulous fifties when WARA disc jockeys hosted the teenagers at record hops held after sports events at several local sites.



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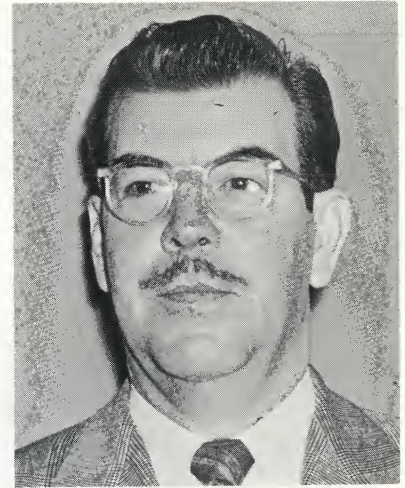


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Lew Rogers



Who could forget native son Lew Rogers who billed himself as “the golden voice” and as nighttime host of the “Pleasant Dreams” program read poetry with a background of organ music. One of Lew’s greatest entertaining attributes was his ventriloquist act with his friend “Gus” and a cat who carried on lively conversations with him. A pioneer in radio, Lew climbed the ladder of success affiliated with many eastern seaboard radio stations.

Despite the continuing trend of radio people toward personal appearances Dave Mohr, who eventually became WARA’s program director, could never muster the courage to take his “Cabin in the Corn” costuming into the public eye. His outlandish outfit of dungarees rolled to the knees, a full beard, brown jug and even a shotgun handy in the corner was typical of an illustrator’s concept of the Arkansas hillbilly. Perhaps he was reluctant because his Clem the country boy character, purveyor of country style music and humor, hosted the show in the studio — barefoot! Dave was the genial host who brought the cartoon characters to life when he read the daily comics on the air, but he was also a respected and professional newscaster who had few peers in bringing concise and up to date reports to people.



Rarely in the annals of radio history has a program had to go off the air because it was popular, but that was the case with Dave Mohr and Charlie Mahan’s daily show, R-A-D-I-O bingo which tied up so many telephone lines with listener participation that police, fire and hospital officials and other businesses complained no one could reach them when the program was in progress.

Dave left the Attleboro station to further his career in television news and public relations.





One of the greatest ad-libbers of those early radio days was Jim Hines who could emote on the qualities of anything from an inanimate object like a lead pencil to the real world of news. His talents as an announcer at several area race tracks took him to the midwest in that capacity.

Behind the scenes newscaster Jim Hines at the microphone in the early broadcasting years. Modern electronic equipment has replaced the studio gear pictured here.

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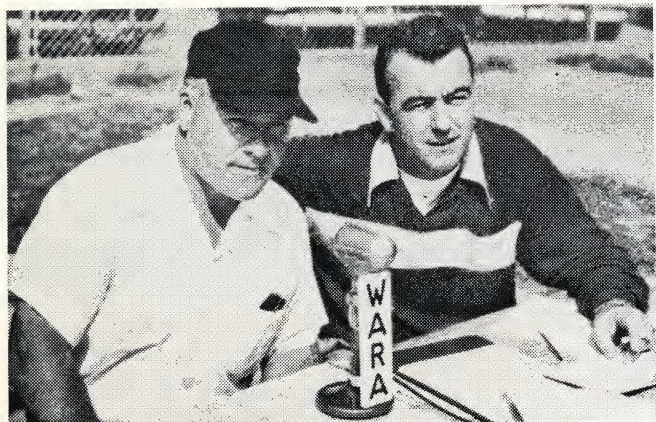
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Howard Tozier and Bill Crowley

Sports broadcasting has always been a vital part of the programming in Attleboro. Hometown football coach Howard Tozier emceed a quarter hour high school sports show which had a vast listenership in every community. Those who played under Tozier's tutelage have praised his attributes as a coach and as a man, one who treated the boys on the field as if they were his own sons. Those outstanding qualities carried over into his broadcasts and made his show one of the most popular sports programs of the time.

Anyone who has followed professional baseball will remember the name of Bill Crowley, one of WARA's first play by play announcers. His talent was widely re-

cognized and he went on to become the radio voice of the Yankees with the one and only Dizzy Dean. Eventually he returned to join the Boston Red Sox and is now their public relations director. Bill never forgot his association with WARA and returned during the off season to broadcast high school football and basketball games. Even today he journeys to Attleboro occasionally to be an after dinner speaker.

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Charlie Mahan



Easygoing Charlie Mahan was not only co-host and straight man of R-A-D-I-O bingo but was truly a jack of all trades who did everything from writing news and spinning records to creating and putting sound effects to commercial tapes. His deep resonant voice was in demand by advertisers and there were scores of listeners who were faithful followers of his nighttime music program. WAR A has not had many foreign language programs, but as Sunday morning host Charlie had the responsibility of producing and engineering a French program. He took pride in his ability to use the dialect to introduce guests and music. Beyond the confines of the studio he was deeply involved with the Elks and served as exalted ruler of that organization. Throughout his entire career he was a friend to hundreds and has been described by those who knew him as a sincere human being with a warm personality.



Opening the airwaves to the womens' world was Jo Sherman, the volatile Ann O. Nomos, who was as familiar to the area ladies by sight as by sound. As a pioneer female radio broadcaster after World War II, she hosted the Attleboro Hour with Bill Sharpe on a Providence area station and when the Jewelry City's own station went on the air, she became an important part of the staff.

In addition to her daily morning program, Jo conducted charm schools and fashion shows directly from the studios. Today's popular Datebook is a lasting memento of her early affiliation with WAR A. Jo Sherman possessed the unusual ability of soliciting advertisers for her program and simply ad-libbing all the commercials from her notes of conversations with business people. She was probably one of the first persons to have a talk show although her version was a people program in the studio because the elaborate telephone hookups were not available at that time. Questions were telephoned to her after the show, or sent by mail and she always had the answers ready for listeners. Those lively personalized womens programs included reports of club meetings which Ann O. Nomos personally attended and reported in great detail the following day. Jo left Attleboro to become a member of the NBC Monitor staff.



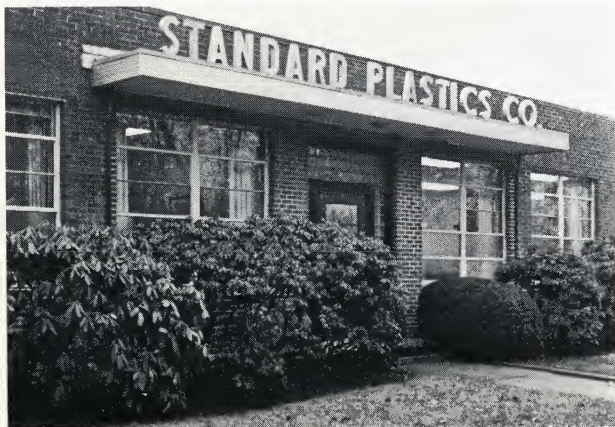


Another great gal on the airwaves was — and is — Chris Baker, the "Sunshine Lady". As a member of Sunshine Singers, Chris was on hand every Sunday to sing familiar tunes, particularly for the shut-ins, hospitalized and elderly. After the demise of the group she continued to visit the less fortunate and take requests for songs and dedications which she aired. One of her greatest concerns has always been the blind and she has devoted many hours to those people even hosting large groups at her home for barbecues and parties. The welfare of the less fortunate is close to her heart and Chris continues volunteer work, bringing the same warmth and concern to her radio broadcasts.

Although a full time employee of the post office, Doug Livingston had a great love for radio and was the jaunty host of the late afternoon program for homeward bound travelers. He had the happy faculty of making those who had just finished a days work at their chosen labors feel as if it had been a nice day as they headed back to their families. Doug's vast musical

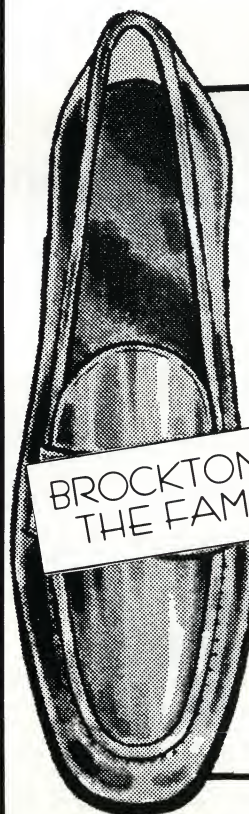
knowledge was an asset to his program and he had a legion of fans who enjoyed his shows, whether music or sports. The enjoyment was a two way street though because Doug loved every minute behind a microphone.

Wally Cryan is a distinguished alumnus of WARA. Although employed in the late fifties as a newsman and disc jockey, Wally's background in sports made him a valuable asset in that department. As an Armed Forces radio network announcer after World War II he covered a variety of international events including the Olympics, Wimbledon tennis matches and the top European soccer matches. Wally and his radio sidekick Ruth Henderston hosted the 1320 Club show, which had thousands of devoted fans who organized an actual club with membership cards. Wally organized dozens of outings from bowling parties aired live from nearby alleys to the giant Valentine party at the Attleboro theater and the pancake day at the high school. The popular commentator moved on to television broadcasting and is now news director for a large metropolitan station.



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SHOE STORE**

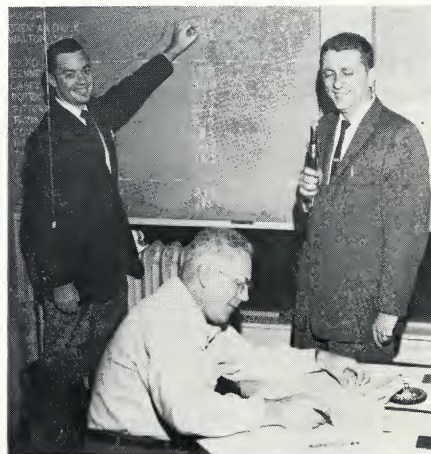
South Main St. (next to Morin's Diner) Attleboro

A radio station never takes a weekend off or has a holiday, and it is the dedicated men like Will Wiswall who keep the massive communication system working at these times. Will, a long time employee of L.G. Balfour Company, joined WARA in the late fifties and whether it's news or music he has been the dependable weekend broadcaster since that time.

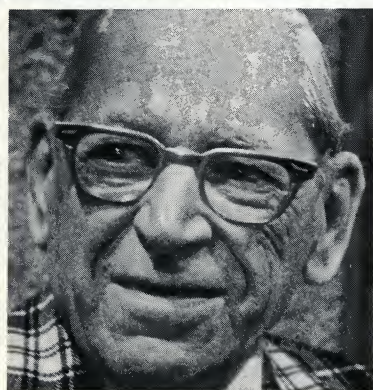
It is the mark of any successful media employee that he can accomplish almost any task in any facet of the operation successfully. Air personality Chris Norton wore many hats, but area listeners will recall the tragic Thompson Chemical fire in Seekonk and Chris' dramatic on the spot coverage telephoning from a deserted nearby house, with the sombre report that it could be his last communication if there were any more explosions.

Another veteran broadcaster joined WARA staff in the mid-1960's. Al Wilmarth is blessed with one of the best professional broadcasting voices in the southern New England area and was in great demand for news casts and other programs as well as commercials. Al eventually became program and public relations director for the station.

General Douglas MacArthur, hero of the Pacific during World War II made a stop in Attleboro and spoke to a throng of more than 7,000 well wishers.



WARA election coverage, 1959 style with Wally Cryan at the board and Charlie Mahan at the mike getting a professional assist from Francis O'Neil, former mayor and state senator.



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70 EMORY STREET ATTLEBORO



Lanky Frank Titus became a part of the WARA family in the same era and hosted several music programs. His local continental approach with a soft music background and his famous greeting "hello Beautiful" won him many female admirers who used to comment that if Frank saw them with floppy slippers, their hair in curlers, and wearing jeans and sweatshirts he might change his greeting. The versatile broadcaster also adopted a down east twang for the Country Store program which evolved into the familiar Trading Post.

Mike Murphy & friend



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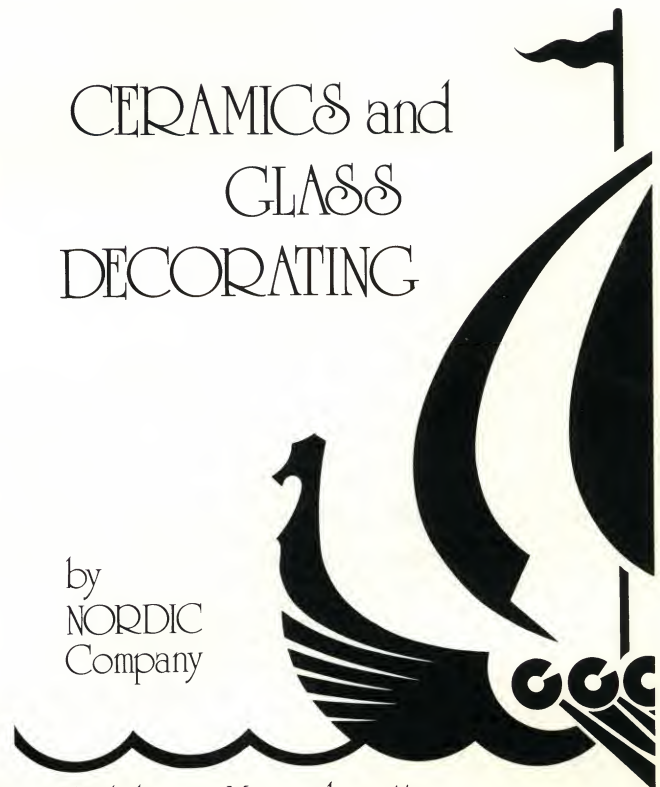
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PROCLAMATION

IN KEEPING WITH THE BICENTENNIAL SPIRIT THAT PREVAILS
THROUGHOUT OUR COUNTRY IN THIS YEAR 1976,
BE IT PROCLAIMED THAT OUR FRIENDLY NEIGHBORS ON THE
FOURTH FLOOR, THE MEN AND WOMEN OF WARA, HAVE
FOR THE PAST TWO DECADES AND A HALF SERVED THE
PUBLIC IN THE TRADITIONS SET FORTH BY OUR
FOREFATHERS. WHEREAS THEY HAVE DILIGENTLY KEPT THE
PUBLIC INFORMED IN ALL MATTERS. . . WHEREAS THEY HAVE
PROVIDED SERVICES TO BUSINESSES AND CITIZEN GROUPS. . .
WHEREAS THEY HAVE LIFTED OUR SPIRITS WITH AGREEABLE
SOUNDS OF MUSIC. . . WHEREAS THEY HAVE OPERATED WITH
THE PHILOSOPHY OF CONSIDERATION FOR ALL AND MALICE
TOWARDS NONE. . . WE'RE PROUD OF OUR UPSTAIRS NEIGHBORS.

Attleboro Trust



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WARA PROGRAM

Monday – Friday

MORNINGS

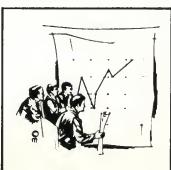
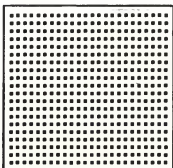
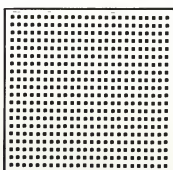
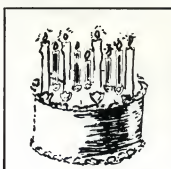
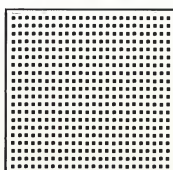
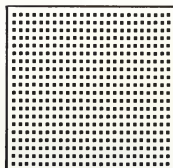
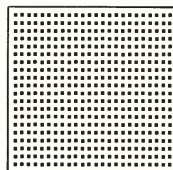
- 5:30 Sign On
- 5:32 Morning Prayer
- 5:33 News – In depth
- 5:50 Local Stock Report (Tues-Fri)
- 6:00 News – In depth
- 6:15 Good Morning Show
- 6:30 News – Local
- 6:40 Good Morning Show
- 6:45 AP Sportsline
- 6:47 Good Morning Show
- 7:00 News – In depth
- 7:15 Good Morning Show
- 7:23 Birthdays & Award
- 7:30 News – Local
- 7:40 Good Morning Show
- 7:45 AP Sportsline
- 7:47 Good Morning Show
- 8:00 News – In depth
- 8:25 Local Stock Report (Tues-Fri)
- 8:30 Good Morning Show
- 8:45 AP Sportsline
- 9:00 News – AP
- 9:05 Good Morning Show
- 9:30 News – Local
- 9:32 Good Morning Show
- 10:00 News – AP
- 10:05 Women Today
- 10:30 Stock Report
- 10:33 Feature Report
- 10:38 Job Line
- 10:45 Trading Post
- 11:00 News – AP
- 11:05 Musicman
- 11:30 News – Local
- 11:33 Obituary Report
- 11:35 Musicman

AFTERNOONS

- 12:00 News – In depth
- 12:15 Business Barometer
- 12:30 Lets Talk – Call WARA
- 1:30 News – Local
- 1:33 Music Album
- 2:00 News – AP
- 2:05 Musicman
- 2:30 News – Local
- 2:33 Musicman
- 3:00 News – AP
- 3:05 Musicman
- 3:30 News – Local
- 3:40 Musicman
- 4:00 News – AP
- 4:05 Musicman
- 4:15 Business Barometer
- 4:30 News – Local
- 4:40 Musicman
- 4:45 AP Sportsline

EVENINGS

- 5:00 News – AP
- 5:05 Local Stock Report
- 5:06 Musicman
- 5:15 Business Barometer
- 5:30 News – In depth
- 6:05 Local Stock Report
- 6:06 Supper Club
- 6:30 News – Local



on the air LISTINGS



6:33	Supper Club
6:45	AP Sportsline
7:00	News - AP
7:05	Local Stock Report
7:06	Supper Club
7:30	News - Local
7:33	Supper Club
7:45	AP Sportsline
8:00	Music for Relaxing
10:00	News - In depth
10:15	Local Stock Report
10:30	Public Affairs
11:00	Sign Off

Saturday

AP SPORTSLINE

Morning 11:45
Afternoon 12:15, 1:15, 1:45, 2:15,
2:44, 3:15, 4:15, 4:45, 5:15, 5:45



5:57	Sign On
5:59	Morning Prayer
6:00	News - In depth
6:15	Good Morning Show
6:30	News - Local
6:40	Good Morning Show
7:00	News - In depth
7:15	Good Morning Show
7:23	Birthdays & Award
7:30	News - Local
7:40	Good Morning Show
8:00	News - In depth
8:25	Local Stock Report
8:30	Good Morning Show
8:45	Stork Report
9:05	Good Morning Show
9:30	News - Local
9:33	Good Morning Show
10:05	Lets Talk Call WARA
11:30	News - Local
12:00	News - In depth

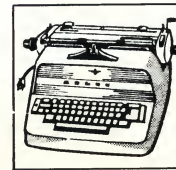
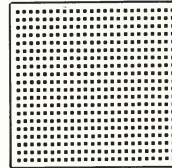
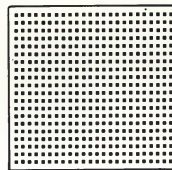
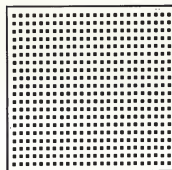
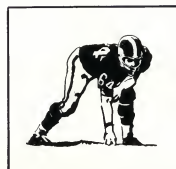
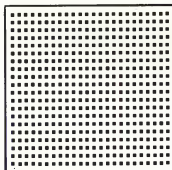
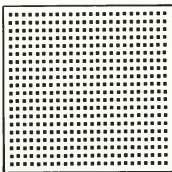
MUSICMAN Morning 11:05, 11:33
Afternoon 1:05, 1:33, 2:05, 2:33, 3:05
3:33, 4:05, 4:33
Evening 5:05, 5:47

12:10	Obituary Report
12:17	Trading Post
12:30	Music Album
1:30	News - Local
2:30	News - Local
3:30	News - Local
4:30	News - Local
5:30	News - In depth
6:05	Dedication Show
6:30	News - Local
6:33	Dedication Show
7:05	Dedication Show
7:30	News - Local
7:33	Dedication Show
8:00	Music For Relaxing
10:00	News - In depth
10:15	Sign Off



AP NEWS

Morning 9:00, 10:00, 11:00
Afternoon 1:00, 2:00, 3:00, 4:00
Evening 5:00, 6:00, 7:00



NASADA

North Attleboro, South Attleboro Dealers Association



CODE of ETHICS

An organization of auto dealers pledged to conduct our business so that we will merit a reputation for quality, service and fair dealings.

The association was formed in January, 1971

OFFICERS

EMIL P. TONDREAU, president
FERN MANDEVILLE, treasurer

Advertising Committee

Paul Goldman Roland Tondreault
Warren Fitzgerald

PAUL GOLDMAN DODGE

633 South Washington St., South Attleboro
761-5200

FITZGERALD MOTORS

Route 1, South Attleboro
761-4800

MANDEVILLE CHEVROLET

270 East Washington St., North Attleboro
695-3501

FIRESIDE MOTORS

685 South Washington St., North Attleboro
695-3515

TONDREAU TOYOTA

620 South Washington St., North Attleboro
699-7551

VACHON MAZDA

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761-7300

NORTH ATTLEBORO AMC

93 South Washington St., North Attleboro
699-4429



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since 1920

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James Murphy & Son, County Street
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Whiting & Davis, Plainville
Hilsinger Corp., Plainville
Knobby Krafters, Attleboro
Eastern Case Parts, Attleboro
Clearfloat, Inc., Attleboro

Churches

Seekonk Congregational
Advent Christian Church, Foxboro
Bethany Congregational, S. Attle.
First Baptist Educational Bldg., Attle.
Free Evangelical Covenant (under const.)

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Taunton Coop (N. Attle. — Plainville Branch)
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Mansfield Cooperative Bank
WARA studio

Also fine residential buildings

**STILL PROVIDING MAINTENANCE
AND REPAIRS**
for all our customers

OFFICES — 110 BERWICK RD.
ATTLEBORO



Telephone 222-1575



PROGRAM LISTINGS

Sunday

Morning

7:57	Sign On
7:59	Morning Prayer
8:00	News — In depth
8:15	Morning has Broken
8:30	Chapel of the Air
9:00	News — In depth
9:15	Perspective
9:30	Morning
9:45	Music Album
10:00	News — In depth
10:15	Music Album
10:30	Stork Report
10:33	Music Album
11:00	News — In depth
11:15	AP Sportsline
11:17	Music Album
11:45	AP Sportsline

Afternoon

12:00	News — In depth
12:10	Obituary Report
12:15	Chris Baker Show
1:00	News — AP
1:05	Music Album
1:30	News — Local
1:33	Music Album
2:00	News — AP
2:05	Musicman
2:15	AP Sportsline
2:30	News — Local
2:33	Musicman
2:45	AP Sportsline
3:00	News — AP
3:05	Musicman
3:15	AP Sportsline
3:30	News — Local
3:33	Musicman
3:45	AP Sportsline
4:00	News — AP
4:05	Musicman
4:15	AP Sportsline
4:30	News — Local
4:33	Musicman
4:45	AP Sportsline

Evening

5:00	News — AP
5:05	Musicman
5:15	AP Sportsline
5:30	News — In depth
5:40	Musicman
5:45	AP Sportsline
6:00	News — AP
6:15	Supper Club
7:00	News — AP
7:05	Supper Club
7:30	Program Espanol
8:00	Music for Relaxing
10:00	News — In depth
10:15	Sign Off

WARA AREA CORRESPONDENTS

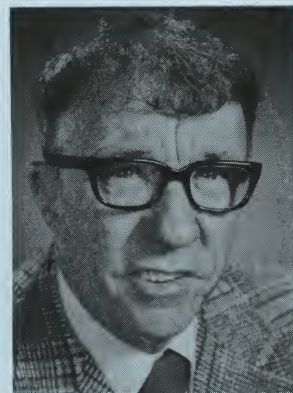


Connie Boucher

A versatile reporter who keeps you up-to-date with in depth reports about all the meetings in **PLAINVILLE**

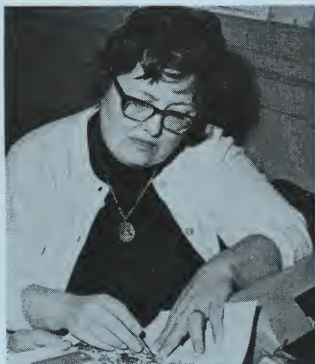
Vin Igo

A veteran newspaperman and town official who brings years of experience and knowledge to his coverage of **FOXBORO**



Joan Wood

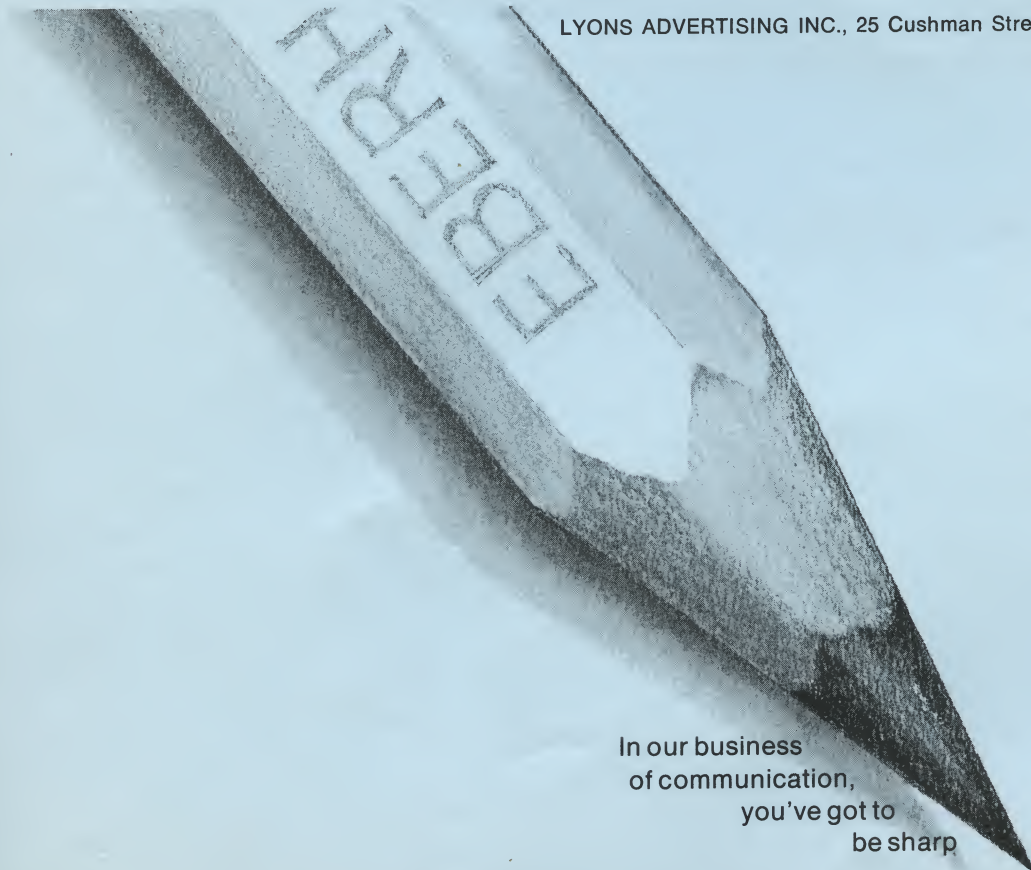
A former newspaper writer who has been covering the scene for a decade in **MANSFIELD**



Beth McNulty

A pleasant radio voice who brings a new dimension to the coverage of **WRENTHAM**

LYONS ADVERTISING INC., 25 Cushman Street, Attleboro Falls, MA 02763



In our business
of communication,
you've got to
be sharp and to the point



The Materials & Electrical Products Group of Texas Instruments:

over half a century's experience meeting
the needs of quality manufacturers worldwide.

Headquartered in Attleboro, the Materials & Electrical Products Group of Texas Instruments produces metallurgical materials, parts, assemblies and control devices for a broad spectrum of industries, including appliance, automotive, aerospace, telecommunications and data processing.

The majority of MEP Group products are produced in great volume and are frequently customized to specifications of the original equipment manufacturer customer.

Typical are clad metals for automotive trim, coinage, cookware, electrical contacts, electronic connectors, and a wide variety of thermostat parts and assemblies.

Texas Instruments Incorporated, a multinational company with more than 45 manufacturing facilities worldwide, is recognized for its leadership in semiconductor technology, metallurgical and chemical materials, electrical and electronic controls, digital equipment and systems. It has, in addition, entered the consumer products market with a broad line of electronic calculators and digital watches. The corporation is headquartered in Dallas.

The Group has produced over a billion safety and control devices utilizing its Klixon® snap-action disc in such products as circuit breakers, motor protectors, pressure switches and thermostats. It also is a leading producer of keyboards for calculators and has developed a new programmable control system for use with molding machinery, materials handling equipment and machine tools control.

With manufacturing facilities in five U.S. cities and ten nations around the world, the MEP Group is an important part of Texas Instruments and the major technology employer of southeastern Massachusetts.



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INCORPORATED

Putting new technologies at your fingertips.

*In 1976, more people in
the Attleboro area will
shop at Fernandes, than
any other Food Store!*



**The Super
Supermarket**

- * ATTLEBORO at 217-219 South Main St.
- * NORTON at 33 West Main Street
- * PLAINVILLE at Jct. Routes 106 & 152
- * FOXBORO at 141 Main Street
- * MANSFIELD at 65 Copeland Drive, Rte. 140
- * SEEKONK at 17 Central Avenue
and 26 Other Locations!

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*INSURANCE & RISK MANAGEMENT
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FIRE - CASUALTY - LIFE**

CONSULTANTS FOR

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*Serving Your Business & Personal
Insurance Needs.*

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679
WASHINGTON
STREET

**PAUL SCANLAN
PRESIDENT**

SOUTH
ATTLEBORO

BRISTOL GLASS

INCORPORATED

COMPLETE GLASS SERVICE

110 NORTH MAIN STREET, Route 152, ATTLEBORO, MASSACHUSETTS 02703

Telephones: Area Code 617 - 222-5810, 222-5819



"We end up
hanging around
some of the
nicest people."

"When you've got
polish and lots of
other fine qualities,
people like you."



Chain and findings for jewelry manufacturers



Howard H. Sweet & Son, Inc.
THE BEAD CO. Division
60 Walton Street, Attleboro, MA 02703

"on the air"

How more appropriately to describe a lady who dispenses freely so much kindness and cheer than use the term applied to her in both her hospital and radio work . . . "The Sunshine Lady".

Shortly after the inauguration of radio station WARA in October, 1950, Chris Baker initiated her program which is named in her honor.

Although she's been the recipient of many awards and recognized widely for her good work, her genuinely biggest gift is that of doing for others, especially the "shut-ins" and the elderly who are incapacitated.

Perhaps a national honor states most eloquently the reward she has received, that of having her biography appear in the 1973 edition of "Community Leaders and Noteworthy Americans". The book is a listing "of people set apart from their peers by virtue of their achievements in the number of diverse areas".

When you hear her theme song next: "Painting The Clouds With Sunshine" know well that this remarkable lady has performed just such wonderful miracles for thousands of patients and unfortunates. WARA is proud to present her program each Sunday, and to boast that we know her.



Chris Baker
"The Sunshine Lady"



DOT DeMAZO **School of Charm** **& Modeling**

Modeling

With Dior turns &
Mediterranean turns

Pageant Training

Make up

our own brand of
hypo-allergenic

Poise • Wardrobe • Posture


Member — Advisory Board
World Modeling Assoc. National Models Society

222-0053
57 Park Street Attleboro

Brochure on Request

TAUNTON **COOPERATIVE BANK**

Chartered 1880

 **"the bank that puts**
you in clover" 

Taunton Office
41 TAUNTON GREEN
823-6501

Seekonk Office
1400 FALL RIVER AVENUE

Attleboro Office
21 N. MAIN STREET

North Attleboro-Plainville Office
76 N. WASHINGTON STREET



Bob Bamberg

The "nice guy next door" image which Bob Bamberg brought to WARA in his first stint at full-time radio has now matured into a good guy character.

When management is confronted with sending a "personality" out to do a "live" presentation somewhere, Bob usually gets the assignment.

The reason for such a decision is really simple: Bob is easy to get along with, talks to people, both young and old, in a genuinely pleasant manner, is neat, and thoroughly enjoys what he is doing, and makes that fact evident to those around him.

When Bob left the Air Force after a four-year term and headed for Northeast School of Broadcasting, the die was cast and he was immersed in the challenging trip which usually winds up in front of a microphone.

Since November, 1969 Bob has served as a broadcaster at WARA. That term, "broadcaster" applies, since Bob has aired his own music show, filled in at a news desk, headed most of our "remotes", and is one of the better copy writers, especially in those commercials with comical tones. Further, his technical ability in the production studio is evidenced every day.

His wife Carolyn and he center their home life around a handsome three year old son, Eric Scott.

Bob lives the credo he peddles: "Smile, it adds to your face value!"

THE ROBBINS COMPANY

ATTLEBORO MASSACHUSETTS

*Manufacturing Jewelers
Since 1892*

RECOGNIZES WARA FOR A
QUARTER CENTURY OF
OUTSTANDING
COMMUNITY SERVICE

DWYER

Heating
and
Air Conditioning, Inc.

52 EDDY STREET
ATTLEBORO, MASS.
(617) 222-2735

FUEL OIL
RESIDENTIAL
COMMERCIAL



Another "pro" in the radio business is Charlie Bowdoin, who has nothing to do with a school of higher learning with the same name, but his qualifications and past experience make the Dean's list with us.

His news gathering and reporting ability is strongly evidenced in his coverage of North Attleboro news and in special feature presentations on events in that town.




When you hear his "golden tones" with words pronounced so correctly, remember Charlie attended Emerson College from January, 1960 to January 1963 majoring in speech therapy and broadcasting.

Like Frank Titus he's enjoyed tours of duty with several prominent radio stations, such as WEAN, WPJB-FM, WWRI in West Warwick, WXTR in Pawtucket from March, 1967 through December, 1971 where he became news director; then on to WWON AM & FM, Woonsocket where subsequently Charlie served as assistant news director.

He gets the job done . . . and gets it done well, and professionally. We're glad he's "aboard" at WARA.

Charles Bowdoin





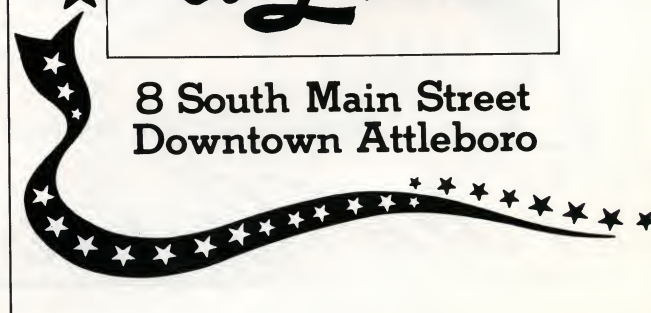


SHOE STORE
since 1915

Women
Naturalizers
Penaljo
Bass
Daniel Green

**
Children*
Stride Rite

**
Men*
Nunn Bush

222-5678



8 South Main Street
Downtown Attleboro



The man with the six million dollar voice is Dave Brooks. Dave has been a familiar voice on several New England radio and television stations for many years.

His air work includes several stations in Providence and Pawtucket prior to his arrival on the WARA scene, and for thirteen years Dave was on the WNAC staff in Boston, key station for the Old Yankee network.

Yes, he's the same Dave Brooks you've seen and heard in many radio and television commercials, both locally and on the networks.

Perhaps many of our listeners will remember Dave as the announcer for J.A. CIGARS and the BETTER HOME HEAT COUNCIL.

Dave Brooks

Currently, in addition to his "shift" at WARA, D. (Wellington) Brooks is the voice of WSBE-TV, Channel 36, Providence's Public Television Outlet.

Although he's recognized as an "old radio man" his good looks and voice belie his years. Take a bow, Dave!

for the finest
Italian-American Dining!



serving

VEAL PARMASAGNE
BAKED LASAGNA
STEAKS
RIB ROAST OF BEEF
BAKED STUFFED SHRIMP
CHICKEN 'N SHELLS

Piano Player Singalong
Every Friday and
Saturday Nights

Owner - Host: Gene Marsella

Villa Capri
Restaurant

ROUTE 1-A

AT THE PLAINVILLE WRENTHAM LINE

**COOPER'S
APPLIANCES**

and



Whirlpool
CORPORATION

... together a long time
to bring you BETTER,
KNOWLEDGEABLE SERVICE.

See Harry Cooper, Sr. or Jr.

**COOPER'S APPLIANCES
SALES + SERVICE**

23 LINCOLN AVENUE PLAINVILLE

A local girl who makes good and hits the air waves very properly describes lively, vivacious Lesley Dowdell.

Although she graduated from Cumberland (R.I.) High School she spent her "growin' up years" in Mansfield.

Lesley Dowdell

When you listen to Lesley's air work, that is, hosting the Women Today show, calling in "live" to Sturdy Memorial hospital, chatting with the Employment Division, and then hosting very efficiently and popularly the Trading Post show, you'll recognize her coordinating talents.

The Music Man???? show is her regular shift when she serves as D.J. To please women's libbers, Lesley tells you it's the Music Man show brought to you by the Music Lady.

Her school background points to a radio career, since she attended Rhode Island College, then graduated from Leland Powers School of Radio, Television and Theatre. As proof of her acting ability, Lesley had a season in summer stock.

But since radio is her "numero uno" love, she worked for WSRO in Marlboro as a weather girl and as copy writer; then did a stint at WPRO-FM as traffic manager.

A brief hiatus from radio found her as an instructor and manager of a ladies figure salon . . . and she's got the figure to prove it.

Wouldn't you know it? . . . she's married.



SINCE 1928. . . B & L Cleaners

has been offering the finest dry cleaning, spot removal and pressing. With quality, meticulous attention to every detail.

THE ANSWER:

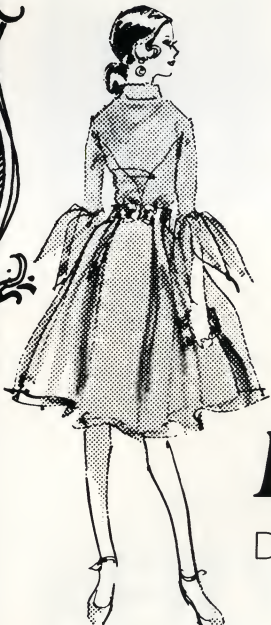
They really know their business, and Dave Lomasney pledges to maintain that fine tradition.



CLEANSERS, Inc.

North Attleboro, Mass.

699-4341



*fashionable
ladies wear*

*season
after
season*

Lynn's
DRESS and CASUAL

755 No. WASHINGTON STREET
ROUTE 1 NORTH ATTLEBORO



since 1860

*serving people
generation
after generation*



Attleborough Savings Bank

16 Park Street
Attleboro
Phone 222-2555

48 North Washington Street
North Attleboro
Phone 222-2555

71 Copeland Drive
Mansfield
Phone 339-6366

Larry Drake



Local boy makes the air waves?

Larry Drake fits the bill, since he was educated in the local schools and graduated from Attleboro High School in 1969.

One year later Larry became immersed in the baptism of the radio world at WMRC in Milford, Mass., where he worked in the news department and ran a music show, too.

From a part-time beginning at WARA in April, 1973 two months later Larry earned his permanent ear phones.

Most recently Larry has been assigned to the news staff which he proclaims his first love in the broadcasting industry and delivers the events of the day with masterful precision. Yet his many, devoted listeners insist he runs a great music show with his wit and the good virtue of being able to laugh at himself.

Less known is his intense involvement in education, working with students in the area as an advisor to Junior Achievement in 1973 and as a part-time teacher at Bishop Feehan High School in the '74-75 and the '75-76 school years.

A good-looking, unmarried desirable male, Larry can be identified easily in his car with the registration: "L Duck". Duck calls won't work on him though, gals.



For those listeners who love the WARA weekend music, credit can be sent in the direction of Larry Jannello.

Actually, Larry has to "do it all" at times, since the weekend staff is of a skeleton nature; so news, music, special features, and even production aid all figure into his work schedule.

This personable young man has been in radio full and part-time for 19 years, having served with such stations as WXTR (now WGNG), the former WWRI, WKFD, and WPFM.

As a Jaycee member in Coventry, R.I. it seems Larry was destined for greater things since he served as the state vice-president of the R.I. Jaycees and as a vice-chairman of the Town Committee (in Coventry).

"Involvement" may well be the key in describing Larry's extra-curricular activities. Since his full-time employment is as Regional Coordinator for the Muscular Dystrophy Association in this state, Larry fills those other hours by creating a children's television show "Without A Doubt", expected to go into regional or national syndication by the fall of 1976.

Last Labor Day Larry worked as assistant producer on Channel 5 for the Jerry Lewis Telethon.

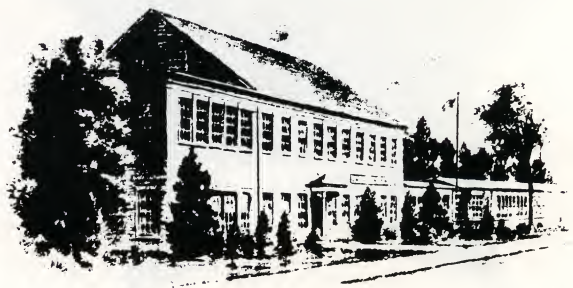
Wife Kathy, and four children keep Larry busy at home, also.

Larry Jannello



V. H. *Blackinton* & CO., INC.
THE OLDEST NAME IN INSIGNIA

ATTLEBORO FALLS, MASS.



ESTABLISHED 1852

THE OLDEST NAME IN INSIGNIA



Howard Reid

REID'S

*now in our 24th year
and still growing*

*Howie buys for less
and passes on
the savings*

KEY COOP MEMBER

— 40 Store Buying Power —

Service by Factory trained technicians
Tremendous selection of quality,
famous name appliances and television
SERVICE • SELECTION • SAVINGS

REID'S

TV and APPLIANCE
Route One — North Attleboro



Jeff Starr

More than the space of this page is needed to truly print the background of WARA newcomer, Jeff Starr.

Controversial? At times, yes, especially when hosting his talk show: "Let's Talk, Call WARA!". Outspoken?? Of course, that's his nature. Multi-talented? Most definitely, and he has the credentials to prove it.

Jeff Starr, for such a young man, has become a "legend in his own time".

He was the "Grand Prize Winner" in the 1967 National Playboy DJ Contest on a nation-wide basis.

Jeff still hosts a talk show on Channel 13 in Worcester every Monday night. As a sideline he also writes a health column for the Worcester County Newsrecorder, a weekly paper which boasts a circulation of 60,000.

Jeff has worked in major markets in radio, such as Denver and Buffalo.

Is movie stardom on the horizon? Perhaps his acting in a soon-to-be-released movie "Scorpio Descending", out of Boston will tell. He's also been involved in "Cheesebox", a Kaufman Production out of New York City.

He and his wife Lorraine are proud of Elektra 5, and Jefferson, 3.



Carpeting - Linoleum
Ceramic Tile

by such famous makers as

Armstrong
Congoleum

Don and Marion Smith Mel and Marilyn Angus

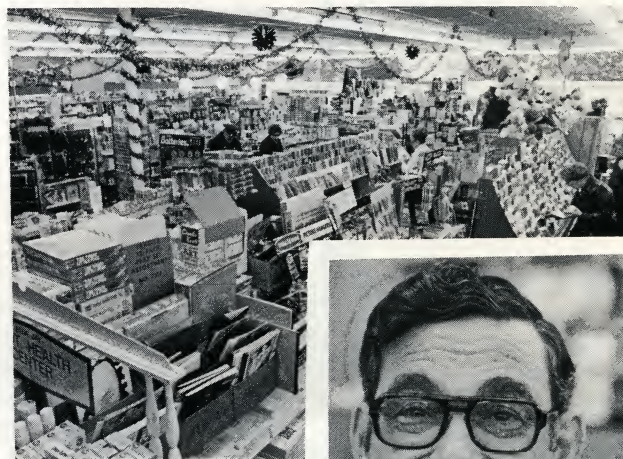
Custom Linocraft, Inc.

8 Lamb Street

Attleboro

222-8591

any season - a very interesting store!



Arnold Minkin, Prop.

WAMSUTTA DRUG

Where The Prescription Gets The Right Of Way
NORTH SHOPPING PLAZA NORTH ATTLEBORO

"Good morning, beautiful. My, you look lovely this morning. Your hair so shiny, your eyes sparkling. And what a gorgeous outfit".

For many listeners this was a first introduction to popular Frank Titus and his "Good Morning" show.

Countless numbers of young and older mothers in the area loved Frank for his compliments and were so eager to see just what he looked like.

Frank's first radio broadcast was January 1, 1949 with WLIV-FM in Providence. Following his start he served in the army but returned to radio WWON in Woonsocket, serving as disc jockey and newsman. In 1956 he was named Program Director.

Chronologically, Frank Titus next moved to WEAN in late 1957, then to WPRO-TV (now WPRI-TV) in 1962 where many of us saw him performing on game shows during the late movies, brought us the TV weather, and also served as "the voice", another term for the Booth Man.

In April of 1966 Frank launched his talents on WARA listeners. "Done just about everything" is the way Frank explains his activities here, but for the past two years he has served as a full time newsman.

His home is in East Providence with wife, Mary, and two great children.



Frank Titus

DELTRAN CORPORATION

NORTH ATTLEBORO INDUSTRIAL PARK
JOHN L. DIETSCH BLVD.
ATTLEBORO FALLS, MASS. 02763
TELEPHONE
(617) 699-7506

Manufacturers
**PRECISION COMPONENTS
FOR ELECTRICAL CONTROLS**



for
finest
fashions!

MISS and MRS

Fashion Apparel

Joan Fontaine Centazzo, Proprietress
550 Kelley Boulevard North Attleboro

Charlie Verde



If Charlie Verde involves you in sports discussion, be careful, for he'll most likely entrap you into a guessing contest.

In his radio career and in his private life Charlie loves sports and is considered by those who know him well, as an expert on the world of athletics. This is his ability to involve friends into "Who played first?".

A sportscaster and "color man" constantly, Charlie in recent years has concentrated on coverage of Attleboro Political events and special events news coverage, some entailing a series of reports to our listeners.

As host of the weekly talk show "Focus, '76", Wednesday evenings at 6:05 Charlie proves his capabilities as a versatile broadcaster, which includes a stint as a disc jockey.

Charlie spent most of his senior year at B.U. on the staff of the student-operated WTBU, and following a short stop at WLKW in Providence, he joined the WARA team.

Charlie Verde is a "batch" girls, and lives in Attleboro.



Ring Riley 695-9391

W.H. RILEY and SON, INC.

61 North Washington Street, North Attleboro, Mass. 02761

Serving the Community Since 1873



South Washington Street prior to Route One which eventually entered just below the white cottage on the right.

WE WERE HERE 103 YEARS AGO SO NATURALLY IN THE EARLY 1920's WHEN SOUTH WASHINGTON STREET WAS RESURFACED W.H. RILEY FURNISHED THE CEMENT.

What can you say about a guy who has performed his radio duties efficiently and loyally for eighteen years?

"Great going, Will!" is one way to express it.

Will Wiswall, an Attleboro native engages in a multitude of duties each weekend and on key holidays throughout the year on WARA.

In sports you hear the expression "he does it all"; and how well that applies to Will.

Music, news, sports reports, weather reporting, production involvements mark Will Wiswall as a complete radio man; yet since he's a "weekender", many listeners are not aware of his multiple talents.

However, his working cohorts know that when you want something done around here . . . even to the point of logging commercials in cases of emergencies . . . "give it to Will!"

For the same 18 years he's appeared on WARA, Will has been employed at the Balfour Company where his full-time job is the Supervisor of the Awards Division.

Married to the former Donna Small, the couple has four children.

Oh, yes, Will's the guy with the perennial pipe.

H.F. Barrows Factory Store

14K
Gold
Filled

*
Sterling
Silver



Bracelets
Locketts
Crosses
Pendants
Earrings
Chains

Corner South Washington & Chestnut Streets
NORTH ATTLEBORO 695-3079

Open Monday thru Saturday: 10 a.m. to 4:45 P.M.

Will Wiswall



THE
AUTOMOTIVE PARTS
SPECIALISTS
FOR OVER 50 YEARS

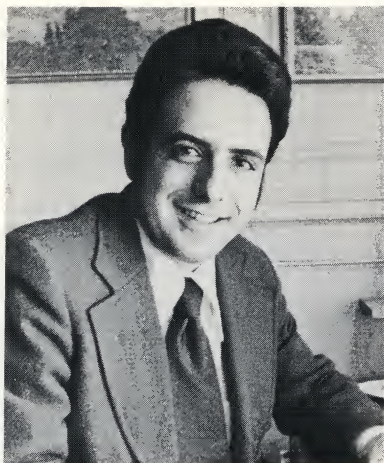
**REPLACEMENT PARTS
AND SUPPLIES**

**SAVE TIME TRY
THORPE
FIRST**

**For Parts CALL
THORPE AUTOMOTIVE Co.**

6 Falmouth Street, Attleboro
East Street, North Attleboro

222-2288
695-3541



The Staff

WHAT YOU HEAR is the responsibility of program director Mike Fernandes. He schedules programs and assigns on the air personalities.



CHIEF ENGINEER is the impressive title and the technical responsibility of Jesse Perry. Sound, good sound is the name of his game.

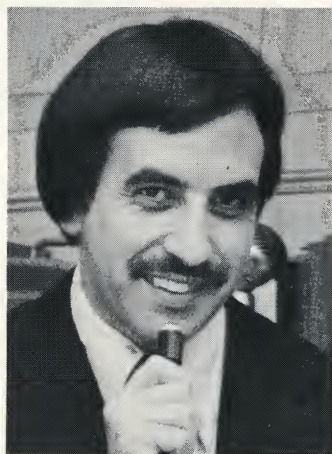


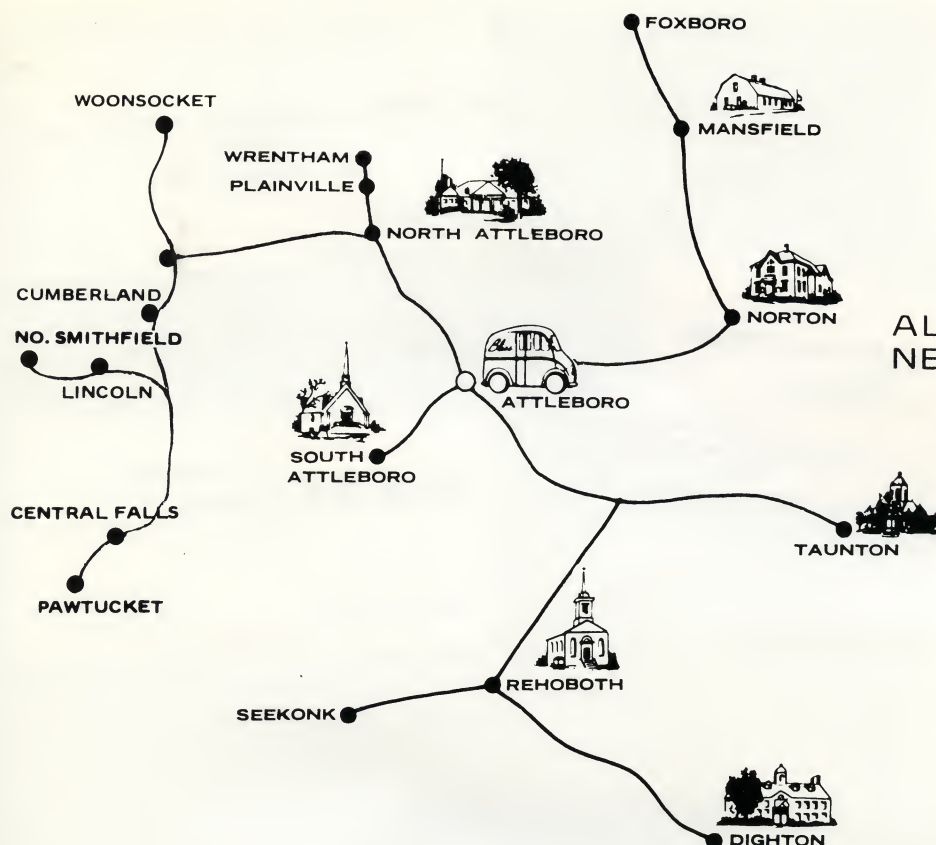
IT TAKES MONEY to operate a radio station and the sales staff directs itself to that project. Advertising director Stan Morgan, seated, reviews a sales presentation with Ruth Jensen and Chet Twardzicki, account executives.

WEARING TWO HATS is Don Valenti, former air personality, who now heads the Production Department. Don is also involved to a great extent in sales.

PHOTOGRAPHERS BREAK. Jane Oliveira, Mary Curry and Betty Anderson will greet you. Usually they are busily involved in a myriad of duties, but for the man with the camera they took this break for an informal pose.

FOR THE RECORD, the anniversary book was compiled and edited by Chet Twardzicki, assisted by Mansfield correspondent Joan Wood. They are shown here making page layouts.





DAIRY PRODUCTS
DELIVERY AREA

ALSO AVAILABLE IN
NEIGHBORHOOD STORES.

Ice Cream + Sandwich Shops

ATTLEBORO

Park Street

North Attleboro

Tri-Boro Plaza

SHARON

Sharon Shopping Center

TAUNTON

Taunton Mall

Blissa
DAIRY

Main Office: 711 Park St., Attleboro (617) 222-0787

The Blisses have been in the farm-food business since settling in Rehoboth in the mid 1600's . . . and now in the Bicentennial year an expansion program is in progress at the Park Street plant to provide a bigger and better food and dairy product facility.



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Foxboro: 15 Mechanic Street, Foxboro, Mass. 02035 (617) 543-4881
Norfolk: Carlson Circle, Norfolk, Mass. 02056 (617) 528-1454

Gordon H. Stanley
President

• COMPLETE INSURANCE COVERAGE •
HOME • AUTO • FIRE • LIFE

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NORTH ATTLEBORO, MASS.

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ALL FORMS OF INSURANCE

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ATTLEBORO, MASS. 02703
222-3240

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NEW ENGLAND

Security Insurance Agency
INCORPORATED

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Joseph R. G. Gelinas

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BUSINESS
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KELLEY & TATARIAN
INSURANCE

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ATTLEBORO, MASSACHUSETTS

222-6446

The
business cards
represent the
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in the WARA



84 Pembroke Avenue
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BERTHA M. GOBIN LEAVITT, C.L.U.
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LIFE INSURANCE
GENERAL INSURANCE
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INSURANCE OF ALL KINDS
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MUTUAL FUNDS
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North Attleboro, Mass.

Telephone 699-8936

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32 West Main Street P.O. Box 396
Norton, Massachusetts 02766



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PLAINVILLE, MASSACHUSETTS 02762
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on these pages
Independent
Agencies
listening area.

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ROGER K. RICHARDSON
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our 66th
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Holman Insurance Agency, Inc.
ALL FORMS OF INSURANCE

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Attleboro, Mass.
Tel.: 222-0794

1976 — Our 50th Year

ORA A. ANDREWS
INSURANCE AGENCY, INC.

Albert T. Saccocia —
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South Attleboro,
& Norton, Mass.



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NORTH ATTLEBORO, MASS. 02761

699-7511

RESIDENCE: 699-7098

Dial 695-9321

MARGARET M. CURTIS
CURTIS INSURANCE AGENCY



Office at Reliable News Bureau
31 North Washington Street
NORTH ATTLEBORO, MASS.



**Helping
Manufacturers
to discover
new dimensions
in Gold Filled,
Sterling Silver
and Karat Gold**

LEACH & GARNER COMPANY



Pearl Street
Attleboro, Massachusetts

Our 75th Anniversary

THE HOUSE OF SILVER

Factory Outlet

Silver • Pewter • Stainless • Copper • Brass

Repairing and Replating a Speciality
Engraving

381 Old Colony Road

Norton, Massachusetts



During the early 60's, these broadcasters formed one of the best teams in the history of the station. At the mike is big Dave Mohr, who headed the news team, with Charlie Mahan (was he ever really that thin?) at left, and baby-faced Wally Cryan at the right. In the back, from left, are Stan Morgan and tall "Chuck" Stewart. Note the eagerness on those professional faces!

DOWN MEMORY LANE



At WARA's quarter century mark, it is appropriate to recall some major news events that have been memorable moments in broadcasting in the Attleboro area.

During the great northeast power blackout in 1966, WARA was one of the few stations in continuous operation due to the foresight of the management who had installed equipment to generate the broadcasting facility's own power. With transistor radios, area residents were able to keep informed of the emergency conditions.

One of the most unusual news stories was the actual participation of a WARA engineer in the chase of a bank robber in Norton. With a portable broadcasting facility in the trunk of his automobile, he joined local and state police in the pursuit — giving on the spot reports of the chase in progress.

The disastrous Thompson Chemical explosion in the 1960's was reported by telephone from an evacuated house near the scene. For the man on the spot, it was moment to moment crisis as he continued his reports not knowing if another blast would demolish the dwelling where he was stationed filing his account of the crisis.

One of the most tragic events in history was the slaying of President John F. Kennedy. WARA stayed on the air for 24 hours, suspending all commercials, in order to provide continuous coverage as the tragedy unfolded in Dallas.

Super Sign Man



BROCHU SIGNS

Brochu super sign men are professionals who are artists, designers, engineers, architects, electricians, carpenters, sheet metal workers, crane operators, construction workers, estimators, welders, painters, laborers, truck drivers, draftsmen, advertising consultants, photographers, printers, salesmen, pipefitters, steeple jacks, and safety engineers. Don't try and hire all these men to create signs for you, hire just one professional super sign man from Brochu.

Since 1928 it's been a good sign when you call Brochu!

580 KELLEY BLVD., NORTH ATTLEBORO

The Easton Company

Franklin McKay Drive

Attleboro, Mass.

TEC

Our master craftsmen, skilled in the art of fine quality jewelry design, will create Corporate Identity Jewelry especially for you.

Whether you require safety awards, sales recognition insignia, or service emblems, our exclusive designs will reflect the correct corporate image for your company.

This corporate image, when combined with the elegance of fine quality jewelry, builds employee morale and creates customer goodwill.

New products can be dramatically introduced, and anniversaries or special events commemorated, with the use of product miniature or trademark jewelry tailored to the needs of your company.

TEC ASI 9071





BRISTOW ELECTRIC CO.

— Electrical Contractors —



BURGLAR & FIRE ALARMS

Over 25 Years in the business of installing & servicing alarms

UL LISTED

LICENSED INSTALLERS

222-2598



October 10, 1965

It was the most lavish and wettest march in Attleboro history — WARA's 15th anniversary parade. Despite hailstones, lightning, and torrential rains, thousands watched from any shelter they could find. Dignitaries stayed bravely until the end of the parade, called "Attleboro's finest street spectacular in years". Parade coordinator Wally Cryan commented again and again, "what a shame".

At right, the WARA caravan in Attleboro's 50th anniversary parade fared somewhat better, "cruising" the parade route under sunny skies.



The Reviewing Stand



serving Attleboro since 1911

MORIN'S

RESTAURANT and CATERERS
16 South Main Street • Attleboro, Mass.

Home of the Charlieburger

LEEDHAM HARDWARE

INCORPORATED

850 Washington Street - Route One - South Attleboro

A family tradition



1929 — Business started by James H. Leedham III as a gas station and overnight cabins.



1976 — Modern hardware store managed by Donald J. Leedham

LEEDHAM HARDWARE is GROWING to SERVE FAMILIES and INDUSTRY with COMPLETE HARDWARE AND TOOLS, PLUMBING and ELECTRICAL SUPPLIES, PAINT and GARDEN SHOP.

Sadler helps people look their best!

A pretty big statement. But true. Maybe you've known the name Sadler but never really knew what we do. Well, quite simply, we make instruments for the optical profession.

Opticians and optometrists know us pretty well. So do optical manufacturers. We supply them with precision tools and parts used in the making of eyeglasses.

For over a century we've worked hard to build a reputation for dependability.

We're quite proud of our heritage . . .

being the oldest continuing family owned manufacturing firm in the Attleboros.

So, next time you see a person wearing eyeglasses, think about Sadler. We're on the inside. Looking out. For you.



Sadler

SADLER BROTHERS INC., 561 NEWPORT AVE., SOUTH ATTLEBORO, MA 02703



30 Years of Building Progress!

*Evidenced in the above photo is just a 30-year history
of our business, bringing us to the bicentennial
year of 1976.*

1946 — Built new F.W. Woolworth Building, downtown Attleboro. 1946 — Remodeled Maternity Wing at Sturdy Memorial Hospital. 1974 — Extensive addition to Attleboro YMCA. 1975 — Constructed new maternity facilities at Sturdy Hospital. 1976 — Converted the old Woolworth Building into new Attleboro home of Attleborough Savings Bank.



Westcott Construction Company

EAST WASHINGTON STREET
NORTH ATTLEBORO

DOWN MEMORY LANE

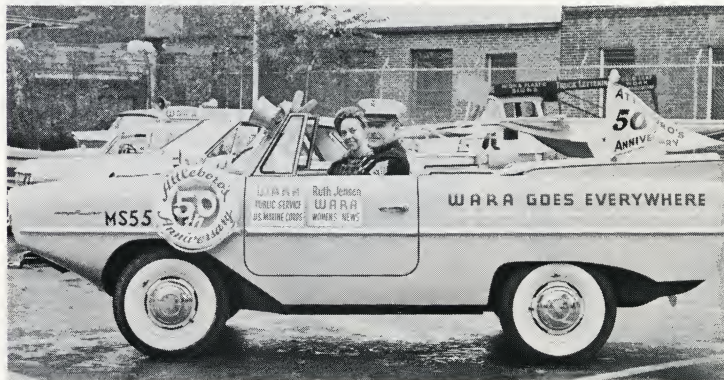
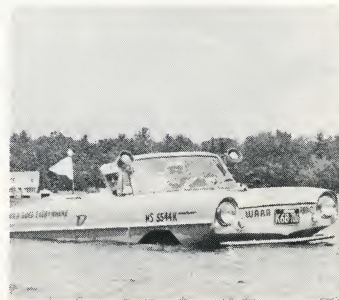


WHAT WOULD CHARLES DICKENS THINK?

During the mid-sixties you saw these two characters dressed a la Dickens' "Christmas Carol" as they drove around the area and windowshopped in many of the stores. Pretty Carol Christmas (Carolyn Leary) and Charles Dickenson (Charlie Mahan) made the promotion so livingly realistic. And they enjoyed doing it. Can't you tell?

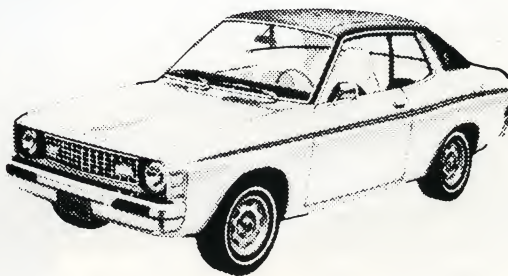
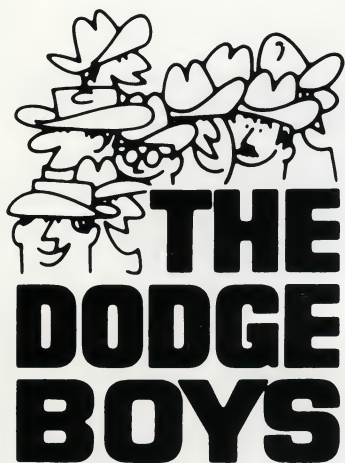
YOU NEED PROOF?

Since WARA promotional material boasted "WARA Goes Everywhere", the thing to do was prove it. . .and buy this amphibious vehicle which participated in the 50th Anniversary (incorporation) of Attleboro. Note the handsome Marine chauffeur Ruth Jensen commanded as Women's News director at that time. Just to prove it was waterproof and actually floated on water as it was propelled across Bungay Lake, the inset does the job.



NEW DODGE CARS & TRUCKS The Economical Dodge Colt

And GREAT USED CARS.



STANLEY GAVLICK'S

ATTLEBORO DODGE

42 COUNTY STREET, RTE. 123, DOWNTOWN ATTLEBORO

617-222-2100 401-722-4800



Dodge Cars

Dodge

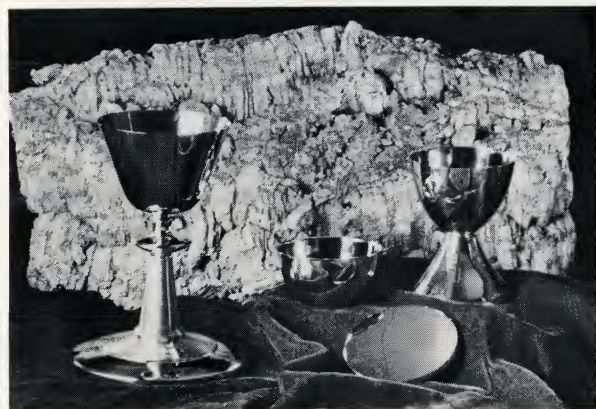
Dodge Trucks



ELECTROPLATING COMPANY, INC.

64 South Worcester Street
Chartley, Massachusetts

COMPLETE FACILITIES for
MANUFACTURING, PLATING & FINISHING
CATHOLIC CHURCH ALTAR WARE



SPECIALISTS IN ELECTROPLATING

Gold Plating: 10, 14, 16, 18 and 24 karat
Acid gold plating, silver plating, bright nickel,
sulfamate nickel, cyanide copper, acid copper,
bronze, tin

Barrel and rack plating of small electronic
components

Complete set-up metal spinning, soldering and
press work

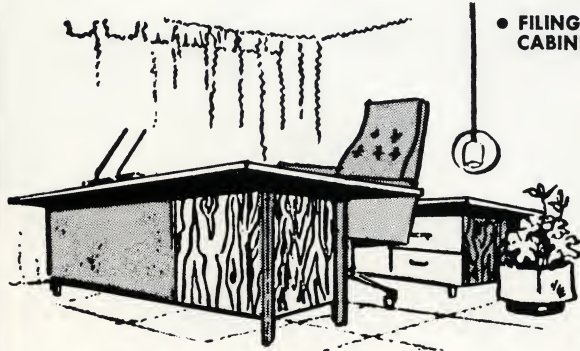


KULL'S

13 NORTH MAIN STREET
ATTLEBORO

Stationers & Office Supply

- DESKS
- CHAIRS
- FILING CABINETS



Complete Line of Office Furniture

DUPLICATING & MIMEOGRAPHING MACHINES

SUPPLIES — Sales & Service

222-0178



O'NEIL BLVD.

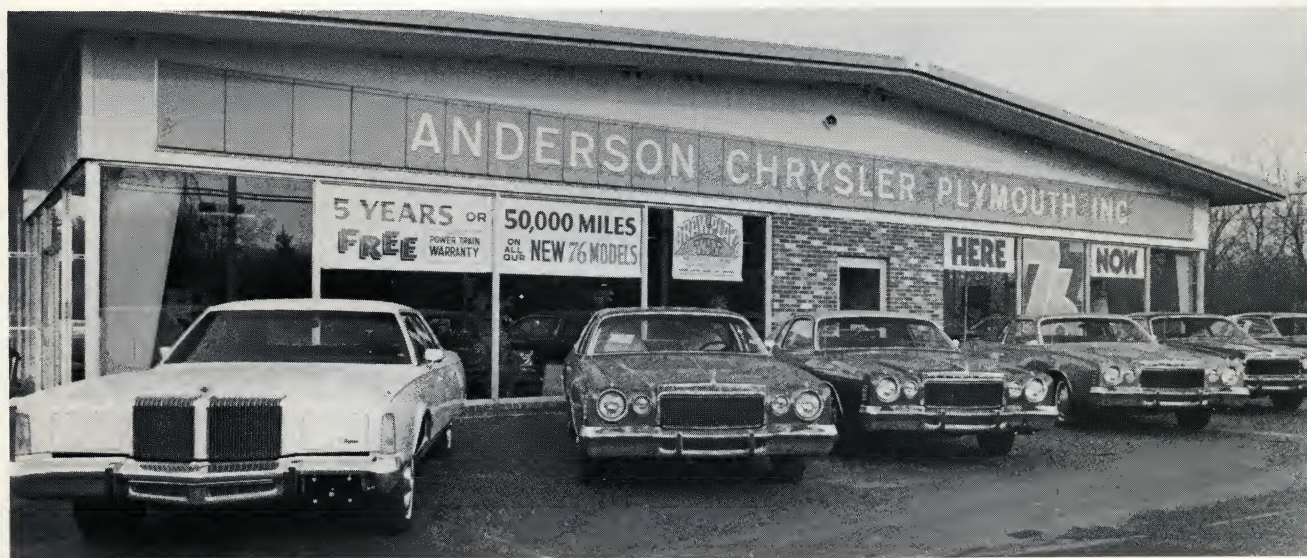
ATTLEBORO, MASS.

The finest for wining and dining

**THE IDEAL PLACE TO
ENTERTAIN YOUR
PRIVATE PARTIES**

Banquets
Sales Meetings
Luncheons
Wedding Receptions

For reservations telephone 222-0780



"Where Price and Service Sell Cars"

Anderson Chrysler-Plymouth

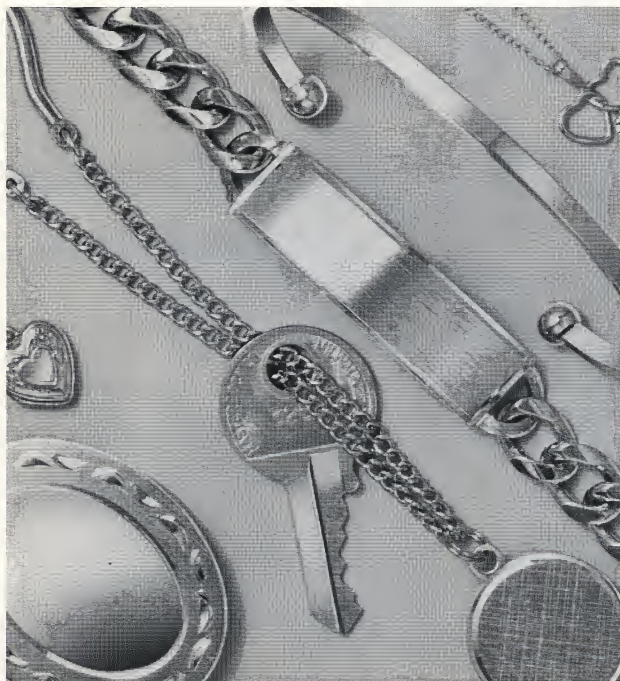
676 Pleasant Street Route 123 Attleboro



THE INTERESTING PLACE TO WORK

Balfour people don't get bored with their jobs because they make interesting products for interesting customers. Like the Baseball Commissioner's World Series trophy . . . like championship rings for legendary sports teams . . . like beautiful class rings for your own sons and daughters. Whatever your skill, Balfour is the opportunity place where working can be enjoyable as well as profitable.

25 COUNTY STREET • ATTLEBORO, MASSACHUSETTS
TELEPHONE 222-3600



RIPLEY AND GOWEN

COMPANY

Manufacturing Jewelers Since 1874

67 Mechanic Street

Attleboro

SAVE 30% ON YOUR HEAT

Why Pay Retail Prices?

**SAVE 25%
NOW! . . .**

**ON OUR DU PONT VINYL
GRAIN SIDING • NOW ONLY
BECAUSE BUSINESS IS VERY SLOW**

SAVE 30% ON YOUR HEATING BILL

We need work right now to keep our installers working. That is why you will get a 25% factory discount only if you are willing to fix up your home now, so that we can keep our men working steady.

- Exclusive distributors for DuPont Vinyl-Grain Siding. Also colored gutters and Down-spouts
- Ask for the address of a finished home near you with our miracle material
- Only material with a 30-year free replacement of parts and labor guarantee.
- Budget terms available if desired.

We participate in arbitration for business and customers through Better Business Bureau.



**Call 1-965-5070 Collect Anytime
EASTERN REMODELING, Inc.**

49 WINCHESTER STREET
NEWTON HIGHLANDS, MASS. 02161

ATTLEBORO MUTUAL FIRE INSURANCE COMPANY

ATTLEBORO, MASSACHUSETTS

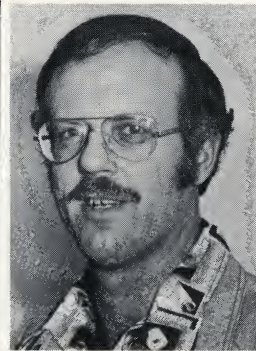
Homeowners Fire Inland Marine Multi-Peril Policies



**ATTLEBORO MUTUAL PRIDES ITSELF ON
FAIR AND PROMPT CLAIM SETTLEMENTS**

Represented by competent independent insurance agents throughout the Commonwealth

Founded 1844



Curry Copy Center of Attleboro

*BRAD & REGINA SNOW
ARE PROUD TO BE RESIDENTS
OF ATTLEBORO AND
MEMBERS OF THE ATTLEBORO
BUSINESS COMMUNITY.*



**COPYING OFFSET PRINTING
VELO-BINDING COLLATING CUTTING
PAPER PUNCHING STAPLING FOLDING**

WE PROVIDE QUICK SERVICE, EXCELLENT QUALITY AND
REASONABLE PRICES. WE ALSO SELL NEW AND REBUILT
COPYING EQUIPMENT AND COPY SUPPLIES.

**BUSINESS CARDS LETTERHEADS
BUSINESS ANNOUNCEMENTS WEDDING INVITATIONS**

Curry Copy Center of Attleboro

28 Park Street 222-9267

SMALL PAYROLL PROCESSING IS OUR ONLY BUSINESS

**AUTOMATIC PAYROLL SERVICE WITH ITS CENTER OF OPERATIONS IN
ATTLEBORO IS THE LARGEST PROCESSOR OF PAYROLLS FOR
SMALL BUSINESSES THROUGHOUT NEW ENGLAND.**

**APS PROVIDES A COMPLETE COMPUTERIZED PAYROLL SERVICE
PROVIDING IMMEDIATE, CONFIDENTIAL AND ACCURATE PROCESSING OF**

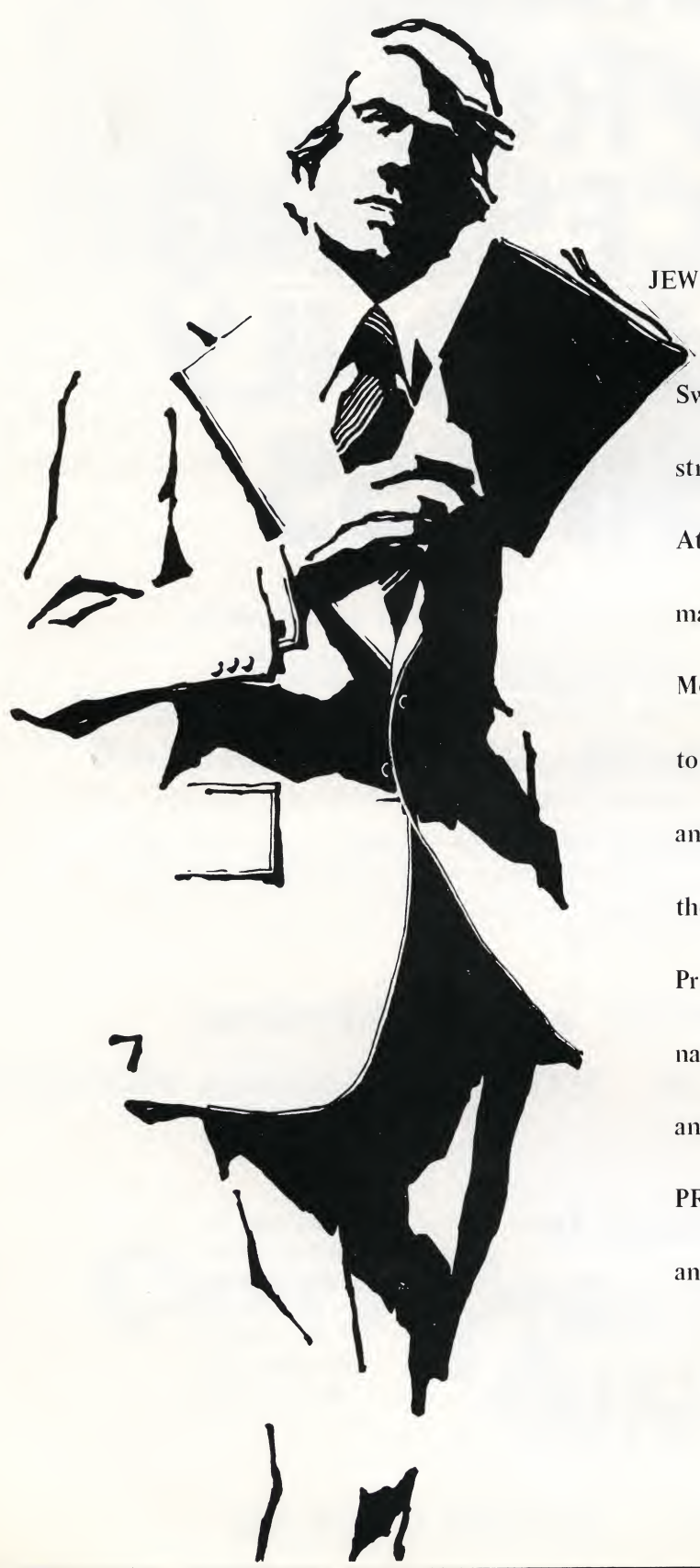
- Payroll checks with earnings and deduction statements
- Detailed payroll journals with complete year to date information
- Quarterly Federal and State taxable earnings reports
- Form 941 A continuation sheets
- W 2 statements
- New employee input changes and all forms and records

**Automatic
Payroll
Service**

**140 BANK ST.
ATTLEBORO, MASS.**

**For Complete
Information Call:
(617) 226-1550**

A MASSACHUSETTS CORPORATION FOUNDED IN 1970



SWANK, inc.

JEWELRY-WALLETS-BELTS-TOILETRIES

Swank, Inc. with executive & administrative offices and facilities in

Attleboro, Mass. is engaged in the

manufacture and distribution of

Mens' and Ladies' fashion accessories

to retail outlets in the United States

and foreign Countries throughout

the Free World.

Products are distributed under the

names SWANK, JADE EAST, PRINCE

and PRINCESS GARDNER, GRAND

PRIX, BIAGI, ROYAL COPENHAGEN,

and PIERRE CARDIN.



STAN MORGAN

No silver anniversary commentary would be complete without a history of the contributions of Stan Morgan, the only member of the WARA family who has been on the staff since the inception of the Attleboro radio station. It was Stan's voice that signed the station on the air in the fall of 1950, and he continued the routine for many years as host of the early morning "Rise and Shine" program.

He was introduced almost by accident to audio communications while serving in the Navy. A member of the Attleboro High School class of 1943, Stan volunteered for service in the Navy and was in both the Atlantic and Pacific theaters during World War II. During that time, he manned the public address system aboard ship on many occasions because unlike his southern and western shipmates, his voice could be clearly understood. It was suggested that he should consider the possibility of entering broadcasting.



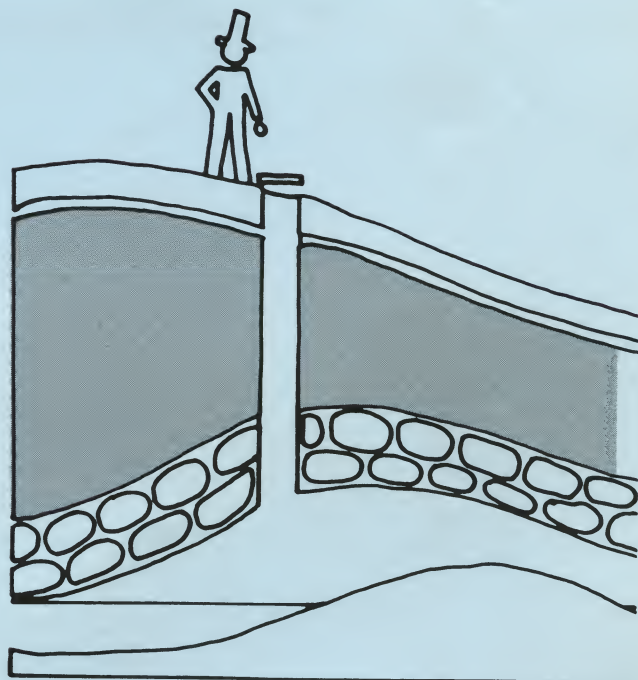
With that goal in mind, he enrolled at Emerson College and had his first introduction to formal radio broadcasting. In the late 1940's he started his career in Nashua, New Hampshire and when the fledgling Attleboro station was ready to be "on the air", he returned to his hometown.

From the morning show he branched out to other types of broadcasting. He conceived and hosted the "This Is Your Town" feature which included taped interviews at the City Council, industrial plants, library, Capron Park and other community sites.

During his years as an announcer, Stan recalls one morning when he had a command performance for one. A half hour after sign-on time, a sheepish engineer telephoned to say that he had forgotten to pull the switch and no one had heard the first part of the program — except him.

In time Stan gradually became involved in sales until that facet of radio became his primary position. He was named sales manager in the early 1960's. Although his silver voice is no longer heard on a regular basis, he is still in demand to record commercials.

In 1775 Indians discovered the 'Burning Springs' of West Virginia. In 1821, history was made when Aron Hart drilled the first natural gas well in Fredonia, New York. The gas was used to light the Abel House Inn and several other buildings nearby.



SPORTS

WARA SPECIAL EVENTS

Local sports are highlighted on WARA with the "live" broadcast of many high school sporting events. The football season kicks off in September with play-by-play coverage of high school games through Thanksgiving Day. WARA broadcasts games involving Attleboro, Bishop Feehan, North Attleboro, Mansfield, Norton, Foxboro King Philip, Dighton-Rehoboth and Seekonk High Schools. An enthusiastic Al Tinson provides the play-by-play, while Charles Verde gives a viable color commentary. WARA follows all area teams to their seasons end. If a local school advances to post-season playoffs, WARA is there too. North Attleboro's two high school football super-bowl games were broadcast by 1320 Radio.



Al Tinson

At the beginning of his sportscasting career

December brings on the high school basketball season, and WARA goes all out broadcasting an average of two games per week through February. WARA has followed many great local basketball teams to championship playoff games in Boston and other communities throughout the state. Al Tinson and Charles Verde again provide all the play-by-play and color commentary.

In 1975, WARA also brought local football fans exciting semi-professional football action. All 16 games involving the Tri-Attleboro Kings were broadcast over 1320 radio beginning in August and ending in November. WARA followed this Eastern Football League team, both home and away. The exciting season ended with playoff victories over Randolph and Plymouth to capture the E.F.L. title in 1975. The King team included many local high school graduates, college stars and former NFL players.

ATTLEBORO AREA HEADQUARTERS ^{for} GARDEN ^{and} FEED SUPPLIES

Retail - Wholesale

Since 1941 located off downtown shopping area

garden tools

Holland bulbs

flower seeds

vegetable seeds

fertilizers

pet and animal foods

poultry supplies

lawn, garden and

farm supplies

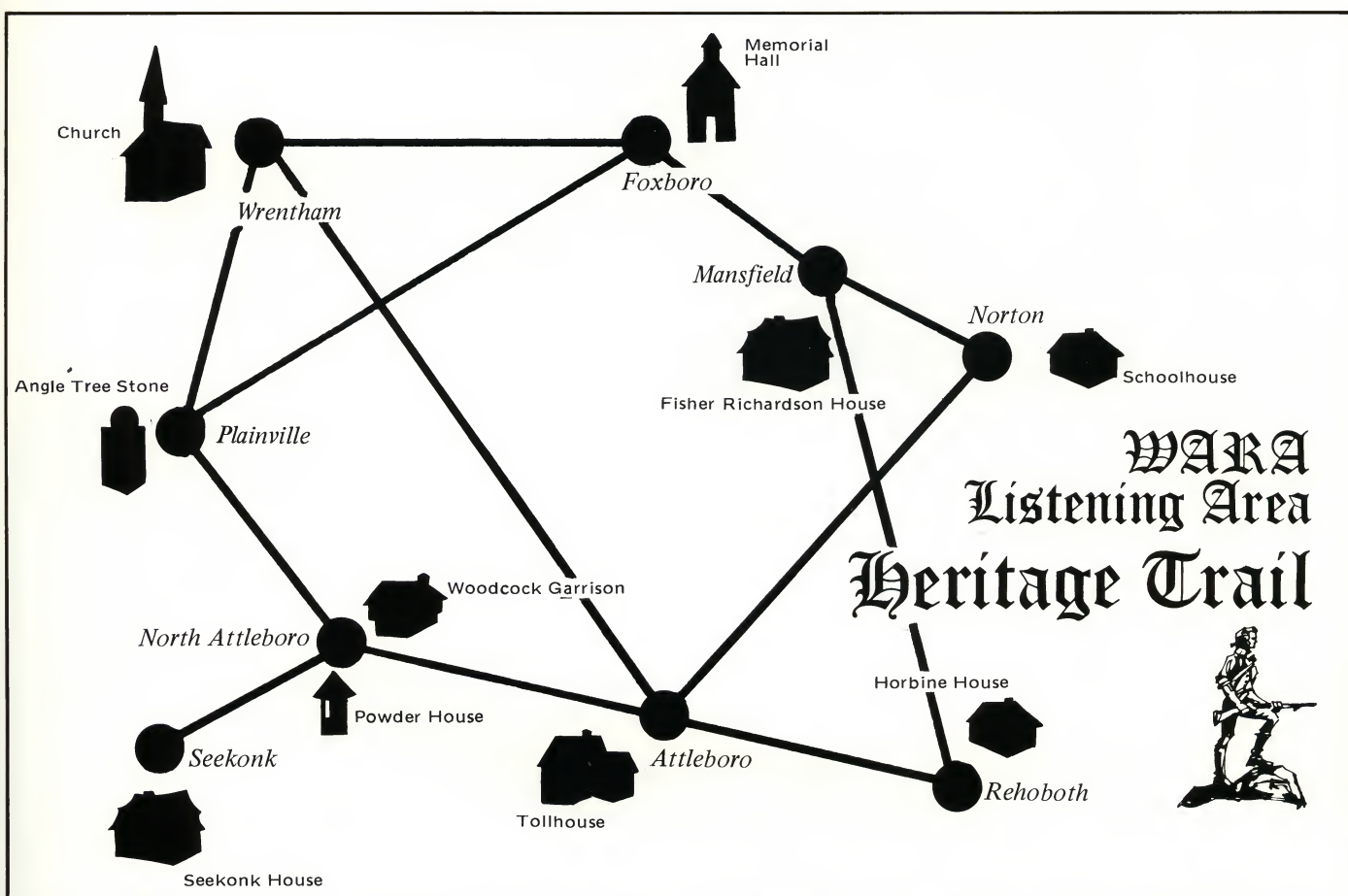
feed supplies

welded wire



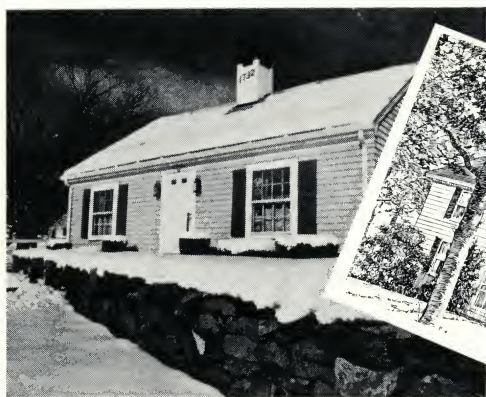
Conlon and Donnelly Co.

SOUTH MAIN AND WALL STS., ATTLEBORO, MASS. 222-0234

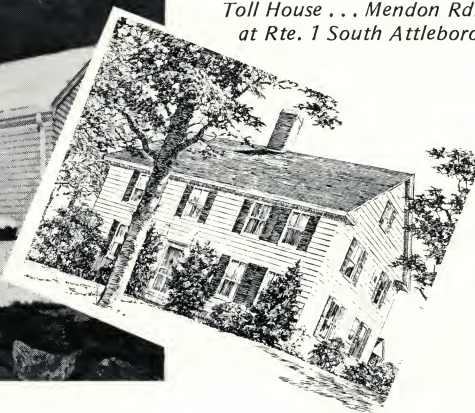


The rich heritage of the communities in the WARA listening area traces its beginnings to the settlers who came here from the first village in Plymouth and carved homesteads in the wilderness of this virgin territory. The few architectural gems that are shown on these pages are but a few of the prime examples of preserved memorials to the first generations who flourished in the area. Each town and city has a uniqueness all its own and yet their destiny has many times been entwined. On subsequent pages there is a brief synopsis of the early times of the communities highlighted by pictures and locations of some of the sights to visit. No attempt has been made to list all the attractions for the visitor will find that each town has its own maps or informational material for a complete guide to the historical buildings. This heritage trail is only the basic beginning which we hope will trigger the curiosity of the citizens to explore further. In this section of southeastern Massachusetts there are many well preserved structures which were used by our forefathers and many more landmarks which are worth discovering. From the Angle Tree Stone which marked the boundary between the Massachusetts and Plymouth colonies in the far reaches of Plainville to the one room schoolhouse in Rehoboth, there are many memorials to those who settled and prospered in the area. Discover the rich traditions by spending some time in this Bicentennial year and in the years to come visiting the WARA listening area heritage trail.

attleboro



*Toll House . . . Mendon Rd.
at Rte. 1 South Attleboro*



*Thacher Homestead
333 South Main St., Attleboro*



*Peck Homestead . . . now Attleboro
Chapter D.A.R., 3 Elizabeth St.*

Sketches courtesy Bliss Bros. Dairy (Artist: Raymond Stickney)

Although Attleboro contributed more than an equitable share of men and arms to the fight for freedom, it was an incident that occurred shortly after that conflict which changed the course of history of the town. A noble Frenchman who shouldered a musket against the British settled in the town. A skilled metal worker, he established the first jewelry shop here, and from that meagre beginning has grown the great industry that has made the Attleboros known throughout the country as the jewelry center of the world.

Attleboro traces its history to 1661 when a large tract was purchased by Capt. Thomas Willett from Wamsutta, eldest son of Massasoit, and Sachem of Pokanoket. The acreage included Attleboro, North Attleboro, Cumberland, Rhode Island, and a strip of land a mile and a half wide on the westerly side of Mansfield and Norton and has been recorded as the "North Rehoboth Purchase".

A non-conformist preacher, William Blackstone sold his land at Shawmut, the site of Boston, and traveled to the edge of the Blackstone River to establish his homestead, and become the founder of Attleboro. Soon afterwards John Woodcock built a garrison house and tavern in what is now North Attleboro, and the house became a refuge for Attleboro families during the bloody King Philip War in 1675. The colonists suffered heavy losses during the two year Indian uprising.

In 1694, Attleboro was incorporated as a town, and the first recorded town meeting of 76 landholders was called two years later. Growth of the town was slow until the Revolutionary War.

Serving Chinese & American Food

THE NEW JOY HINGS RESTAURANT



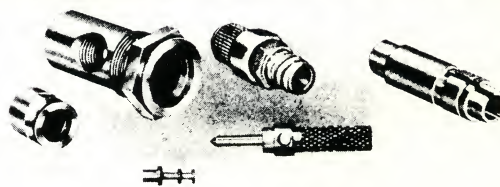
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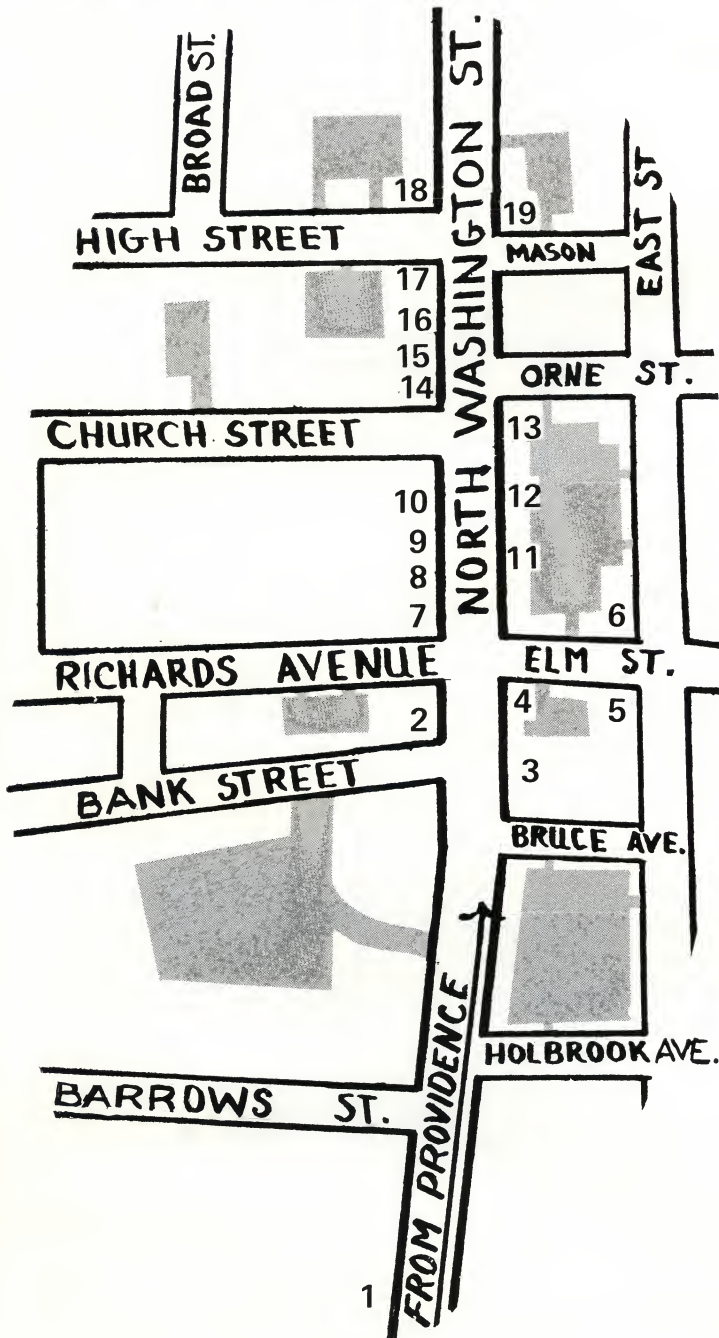
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north attleboro

Woodcock Garrison House,
at the North End



In the most literal sense, North Attleboro grew up with America. Its origins reach deeply into the nation's past — all the way back to 1640, when Captain Thomas Willet purchased the territory from the Indians.

From that beginning, a scant 20 years after the Pilgrims landed at Plymouth, North Attleboro people have shared in the American adventure.

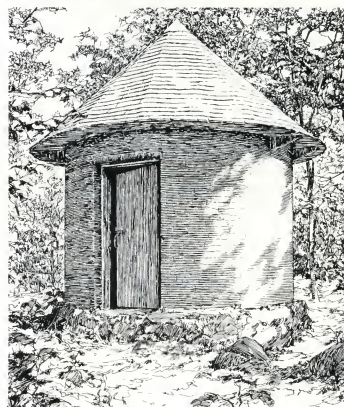
John Woodcock put the town on the colonial map as early as 1669 when he built his "ordinary" in the north end of town. Located strategically along the Old Bay Path, the Woodcock Garrison flourished as a way station for colonists traveling up and down the coast of the young nation.

The American jewelry industry was born in North Attleboro. The anonymous artisan who opened the first factory on South Washington Street in 1780 is the spiritual ancestor of generations of craftsmen, men and women whose work is admired and cherished around the world.

If its commerce was rooted in the jewelry industry, North Attleboro's spiritual strength has been nourished in its homes, schools, and churches. Out of these institutions has flowed a steady stream of talent; North Attleboro has produced a congressman, three college presidents, leaders in such fields as medicine, education, and the clergy.

The town achieved autonomy only recently, in 1887. But long before it was separated from its sister city of Attleboro, the town had earned its own special distinctions. From its beginning, North Attleboro has done more than share in the American dream. It has helped make that dream come true.

Powder House, off old
Post Road on
Mt. Hope Street



m.a. Vigoritois a name dropper!



8 North Washington Street

Downtown North Attleboro

mansfield



1704 Fisher-Richardson House, Willow Street, off South Main Street

Mansfield's colonial capitalist was Col. Ephraim Leonard who erected an iron works in 1734 on the Canoe River. In the 1800's several cotton mills were established but it was the introduction of the straw business that gave comfort and prosperity to many families. The advent of the railroad with Mansfield as the hub of several lines, the town enjoyed a renewed and vigorous business and industrial affluence with such varied interests as the famous Austin Goose Farm, the thriving greenhouse cucumber business, tap and die plants, the Lowney Chocolate business and many others. Again in 1969, Mansfield was re-established as a prime warehouse and industrial center with the Cabot, Cabot, and Forbes purchase of close to 800 acres in the West Mansfield section for an industrial park.

Mansfield, strategically located at the crossroads of the southeastern section of the Commonwealth, owes its prosperity not only to its geographical location but to a sequence of events which has helped shape its destiny.

This area was first settled in 1685, although Miles Standish had surveyed the land — the "Titiquet Purchase" — in 1640. A marker on the northern point of the land in the Great Woods identifies it as "Cobblers Corner", from the tradition that one of the Standish party cobbled his shoes there. In 1731, the inhabitants petitioned to be separate from Norton, and became a precinct that year. Isaac Wellman called the colonists to his home to elect officers. That 1704 homestead has been restored by the town and is today administered by the Historical Society who have collected some outstanding artifacts of the early community life.

When the settlement was incorporated in 1770, it received its name in honor of William Murray, Earl of Mansfield.

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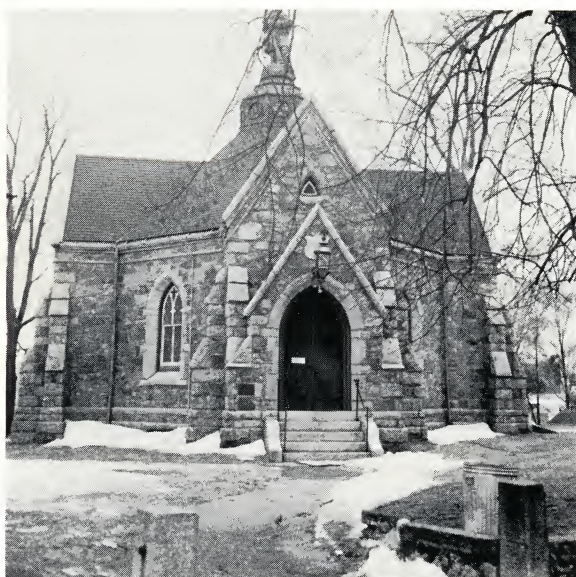
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foxboro

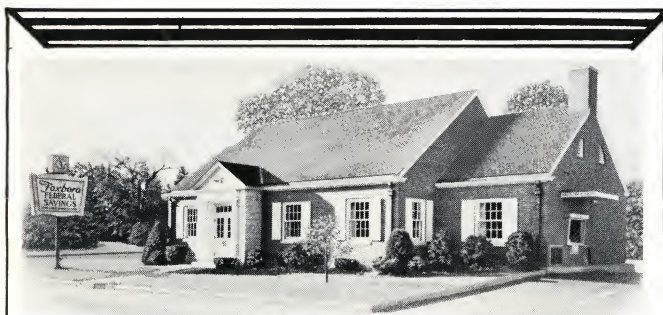


*Memorial Hall, 1868
Facing the Common
Historical Exhibits*

The town began to grow with the advent of the straw bonnet business and iron ore foundries, until it prospered and earned the title "gem of Norfolk County". Although there were many who served in the Revolutionary War, it was not until after the Civil War that the townspeople sought to build a memorial to those who had served their country with valour. With town funds and contributions, a pebble-stone and granite building was constructed in 1868 at a cost of \$13,000 and appropriately named Memorial Hall. The structure still stands and now contains historical memorabilia including one of the first cannon balls made at a local forge.

Foxboro was carved in 1778 from sections of Wrentham, Walpole, Stoughtonham (Sharon) and Stoughton and was named in honor of Charles James Fox, a member of the English Parliament who protested hostilities toward the colonies prior to the Revolutionary War.

For more than a decade petitions were presented to the General Court to incorporate the town, but none were successful until June 10, 1778, when residents were granted their petition because "they lived from four to eight miles distant from public worship" (which the law required them to attend). The early settlers were of a poorer class, even of those poverty-stricken times. They had one small church building without doors and with unglazed windows, used as a place of worship and for the storage of powder. Although the inhabitants were principally farmers, they produced enough charcoal to be exchanged for the few necessities which could not be produced from tilling the soil.



To serve your banking needs better, in addition to our 1 Central Street, Foxboro building (in photo above) we've opened a new office at 158 Main Street, Norfolk for our friends in that area.

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Most inhabitants of the town of Wrentham today would have difficulty pronouncing the original name: Wollomonopaug.

On September 8, 1636 the future advent of white men onto this land was provided by an act of the General Court in Boston ("land southerly and easterly of the Charles Ryver".)

By 1660 there was some interest in a permanent settlement in Wollomonopaug and on June 22 of that year four men were commissioned to explore the area.

On March 27, 1661 the land was purchased from "Philip Sachem", later known as the notorious King Philip. Early settlers visited the area but the main exodus to the land came when Reverend Samuel Man led the settlers in the early 1670's.

The township of Wrentham was granted in response to a petition of the inhabitants of Wollomonopaug to the General Court. However, Dedhamites were commissioned to manage affairs of the town until Wrentham residents could manage themselves.

With King Philip's attacks, burning all but two of the settlers' homes in March 1676, it was late winter of 1680 when men returned to rebuild.

The boundaries of the town changed several times in the 18th century which followed: November 27, 1719 part of the town was set off and incorporated into Bellingham.

Wrentham lost more land on November 28, 1749 as a part was annexed to the town of Medway. However, a part of Stoughton was annexed to Wrentham on December 28, 1753. The year 1778 saw two further losses; to the newly-incorporated town of Foxborough in June, and as inhabitants of the West Precinct formed the town of Franklin. North Wrentham became Norfolk in 1870.

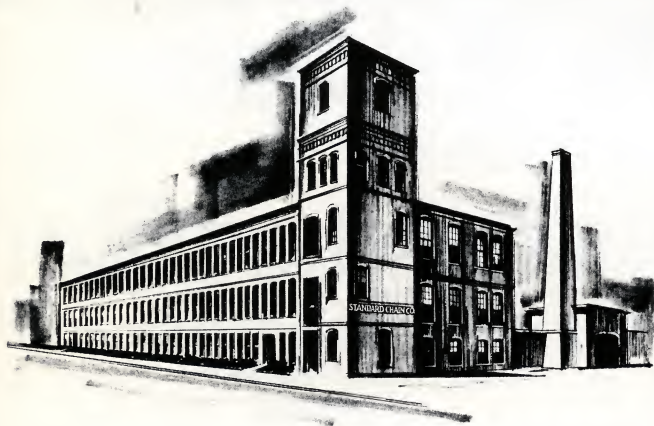
Then on April 5, 1905 the town of Wrentham lost a large part of its property in an act that created the town of Plainville.

*Congregational Church,
Wrentham Common*



*Brown's Straw Hat Factory,
1895*

Wrentham



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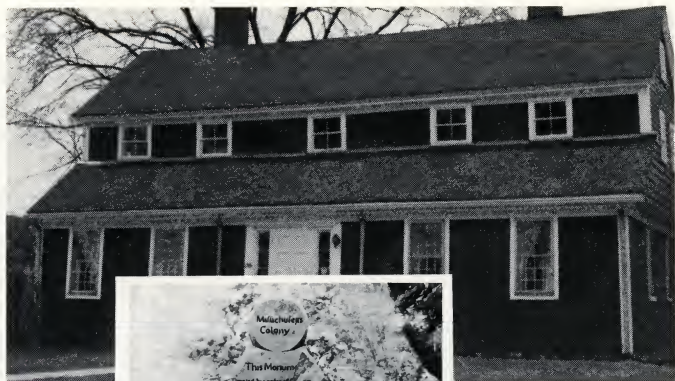
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PLAINVILLE

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plainville



*Benjamin Slack House
(present library)*



*Angle Tree Stone
High Street, then
off Peck Road*

Plainville was a part of the original grant of Dedham, which at that time included what later became the plantation of Wollomonopaug, which in turn later became the town of Wrentham.

Several sections of Wrentham applied for, and received charters for townships, such as Franklin, Bellingham, Norfolk, Foxborough and finally the last and biggest portion of Wrentham became the town of Plainville. Formerly it had been known as "Slackville", named after the area's largest landholder.

The first settler of Plainville was an Indian, one of King Philip's braves, Matchinamook. He petitioned for a grant of land and was given a few acres at the head of the Ten Mile River. Historians would claim that as the present Fuller's Dam location.

Industry-wise, nails were the first item manufactured in "Slackville" and the earliest grist mill stood at the old Wet Wash on Witherell Place.

In 1811 about one dozen homes had been built, with some of these over 200 years old today. Most notable was the Benjamin Slack house which now houses the public library.

Since "Slackville" was so close to Attleboro, jewelry became a major industry with a Mr. H.M. Richards the first to enter the business in, or about, 1843.

In 1856 a store was built with a post office soon following. The name of the town was also changed to Plainville this year.

The first school was in the center of the town opposite the Frank King residence on South Street. In 1881 a larger school building was erected but it was destroyed by fire in 1904.

In 1905 the inhabitants of Plainville and "Slackville" petitioned the General Court for incorporation. It was granted.

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norton



*Little Old Schoolhouse,
built in 1854.*



*Marker identifies site of first home
(William Witherell).*

Early settlers in Norton came from Taunton, a settlement of Plymouth Colony.

The first known settler was William Witherell (as the granite marker spells the name) who built his home on the Bay Path (now Bay Road) on the eastern shore of Lake Winnecunnet in 1669. He later set up a "victualling house" for travelers.

Other families soon followed, most notably the Leonard family which set up a forge at Stony Brook (now Chartley) since bog iron was so abundant.

Another "first" in this era was the first frame house in Norton built by Judge Leonard at Chartley Corner.

As in most communities and villages in those days a church was built to contain most of the meetings and the social life of the settlers. In 1710 the First Church of Christ was erected on Norton Common, and four years later the Reverend Joseph Avery who served as pastor for 34 years was hired at 45 pounds sterling per year. His home, diagonally opposite the present church, has its picture on the town seal.

On June 12, 1711 the town of Norton, with forty families within its boundaries, was incorporated as the North Purchase area and a part of Taunton Old Town became a separate town so "they could properly maintain a minister".

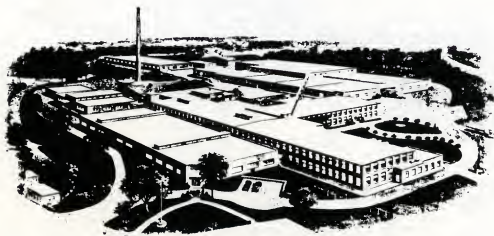
History also records that in 1834 the present Unitarian Church was erected and a bell was purchased from Paul Revere and Son (cast in 1810) which still sits in the belfry today.

During the 19th century, after the loss of the iron works, many industries were established, such as cotton mills in 1810 and a wool combing mill in 1870. Jewelry began with the Sturdy Jewelry Shop built on the site of the old iron works.

In 1834, Wheaton Female Seminary was organized and founded one year later as a living memorial to the daughter of one of Norton's most famous persons, Judge Laban Wheaton.

To this day, the town maintains an academic character.

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The photo above is of our present day office where people are at work for you.

seekonk



*Lt. Gov. Simeon Martin home
(Built circa 1795)*



*Silvanus Martin, Esq. home
(Right side built prior to 1700)*

The real history of what is now Seekonk actually began on February 26, 1812 when an act giving the town its first charter was passed by the State Legislature for a separation of Rehoboth into two towns.

This act was initiated by Elkanah French who also issued a warrant and called a meeting to elect officers and form the town of Seekonk on March 16, 1812. On March 23rd of that year, it was voted to choose three selectmen for the following year, one of them to be in each of the three militia companies.

In 1828 Pawtucket, Massachusetts separated from the northwest corner of Seekonk. In that year voters of Seekonk chose a school committee consisting of three persons.

The real growth of Seekonk has been realized in most recent years as families moved to the outlying countryside to enjoy a peaceful existence, just as the first settlers did more than three centuries ago.



Bob Gendreau Judy Forget
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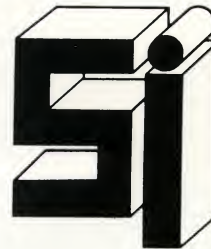
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rehoboth



Hornbine School House, 1845

From the date of the first purchase of Rehoboth land from the Indian Chief, Massasoit, in 1641 by Mr. John Brown and Edward Winslow, the territorial limits of Rehoboth diminished to its present boundaries.

The third and most famous purchase, known as the "Rehoboth North Purchase", embraced the present town of Attleboro, North Attleboro and Cumberland, RI (Attleborough Gore).

Three major divisions of the territory reduced the town to its present limits, the last in 1812 when the then existing town of Rehoboth, which extended westward to the Blackstone River and Narragansett Bay was divided into two equal parts, the western portion taking the name of Seekonk.

Although William Blackstone and Roger Williams roamed the land and pitched a tent on it, the real founder of Rehoboth is considered to be Reverend Samuel Newman in 1644, when he led a group of settlers to the site and served as the first pastor, and gave the village its name.

Rehoboth's religious history shows both forced and pacific departures from Pastor Newman's church to Swansea and Attleboro, the latter exodus resulting in a church being built in Oldtown in 1710.

A third religious division came in 1721 and the present Congregational Church in Rehoboth village was founded.

Rehoboth claims the honor of originating the idea of a free, universal, compulsory public education, maintained by the taxation of all citizens. A fine historic site to see is an original school building which has been restored and is situated beside the Hornbine Baptist Church, the latter being built in 1753.

"Rehoboth, the Lord hath made room for us". GEN. 26:22.



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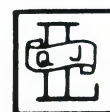
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A report to the people on a quarter century of progress in medicine

WARA Radio
8 North Main Street
Attleboro, Mass. 02703

Dear Listeners,

Since this is the station's twenty-fifth anniversary I'd like to present you with a report on a quarter-century of progress in medicine.

The dispensing of drugs is so important to the person who hands a prescription to this registered pharmacist so it has become extremely important to me to be aware of all new developments in the drug field.

Let's think about it: Twenty-five years ago there were no anti-biotics to speak of. Since that time drugs have opened up the surgical field and prevent infections.

Penicillin, cortisone, and aureomycin have so changed the medical field, that druggists even today refer to these anti-biotics as "gold".

If someone has a pain, an infection, they have a need and a pharmacist must be "on call" twenty-four hours a day to help these people.

Most recently we call attention to the role of tranquilizers in medicine today. Many people who formerly were confined to mental institutions are now living at home and are working. Just imagine what an impact this has on our economy, in addition to the medical effects.

And it's so important to know dosages for certain drugs. I'm honored so many doctors call here for information. I've made it a policy for the past twenty-five years, and will continue to follow it, never to guess. If I don't know, I never guess, but I find out about it in a hurry.

At this time in medical history I have a deep concern for "drug interactions", that is, the action of one drug in relation to another being taken by the patient. The clear-cut solution to this problem is "patient profiles". Each pharmacy must maintain a record of every patient who walks into the store.

For instance aspirin will interact with certain drugs. Although the second drug may not harm the patient, it may negate the effect of the first.

Another term we're much concerned with is "Bio-availability". Simply stated, two drugs tested in the laboratory may act differently when taken by the person.

Looking ahead with intense interest to Generic Drugs is another necessity by pharmacists who have the moral obligation to keep abreast of new developments.

A part of the moral obligation is to use the least expensive drug to aid people whenever possible.

There is something new happening every week in the world of pharmacy, all intended to help doctors help people. In moving to these larger quarters recently we determined we must give people what they want, and although the pharmacy is still the heart of our business, we must carry surgical supplies, braces, wheel chairs and many, many other allied products.

Perhaps the best way to describe the day-to-day operation of Pleasant Pharmacy is to say we carry the needs of the general public in our area. Those needs are cosmetics, paper goods, patented medicines, of course, and a host of items used every day by thousands of people.

I believe I've gained a certain confidence through the past twenty-five years, a confidence which has to be earned, and I will continue to work on that premise in the years to come.

Gordon Bramwell

Gordon Bramwell
registered pharmacist
serving the area communities for 25 years

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or poor,
it's nice
to have
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